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DIALOG(R)File 148:Gale Group Trade &amp; Industry DB

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06798442 SUPPLIER NUMBER: 14693716 (THIS IS THE FULL TEXT)

**Carriers and forwarders offer headache remedy for shippers. (transporting medical products, includes related article on the shipping of medical supplies)**

Phillips, Valerie

Air Cargo World, v83, n12, p10(4)

Dec, 1993

ISSN: 0745-5100

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 2611

LINE COUNT: 00211

## TEXT:

While many domestic shipments of prescription drugs and medical devices now are transported by truck, cost-conscious hospitals seeking to reduce inventory are demanding more just-in-time shipments of medical products by air. Internationally, the United States holds a 40 percent share of the \$150 billion in exports of ethical drugs alone, not to mention exports of high-tech medical equipment, diagnostics and other medical supplies.

## Value-added services

The air cargo industry, with its increasing emphasis on value-added services, has pursued aggressively these markets requiring specialized handling, packaging, time sensitivity and customized deliveries. Shippers have responded favorably to the effort, viewing transportation companies as partners in their business and developing long-term relationships with them.

Ed Huggins, manager of corporate transportation at Glaxo Inc., one of the nation's largest pharmaceutical manufacturers, said: "We use transportation as an initiator in delivering customer satisfaction."

Glaxo reviews its carriers and keeps track of which are claim-free, Huggins said. On-time performance reliability and Electronic Data Interchange (EDI) capabilities are also high priority when Glaxo chooses a carrier.

## Complying with legal issues

One of the major ways air carriers have helped shippers in the past few years is by complying with the Prescription Drug Marketing Act (PDMA) of 1988.

Prior to the passage of the PDMA, the distribution of pharmaceutical samples by sales representatives to physicians was not controlled highly. Opportunities existed for diversion markets--either through pilferage at some point or by unscrupulous physicians obtaining samples in quantity.

The PDMA was written to tighten the security of distributing pharmaceutical samples to physicians. It essentially put all the responsibility for controlling the distribution of prescription drugs from the factory to the sales reps to the physicians onto the manufacturer.

In order to serve shippers and comply with the law, air carriers were left with the problem of ensuring accurate tracking and reliable delivery of the samples.

"We developed procedures especially for pharmaceutical handling," said Jay Friedman, director of pharmaceutical industry sales at Airborne Express.

With EDI systems already in place to follow a package after it is shipped, the primary problem was to alert delivery drivers that pharmaceutical shipments need a special signature; in other words, if the addressee were not in, the package could not be left on a doorstep or with a neighbor.

Friedman said a flag was put on each box to alert the driver that the

delivery is not routine. There is also a special bar code that identifies the shipment as a pharmaceutical product, so it can be monitored every step of the way.

Since sales reps are often on the road, the actual delivery of samples to them can be problematic, Friedman continued.

"The PDMA requires the package get a signature on delivery and only be delivered as addressed," he said. That is why Airborne's "attempt staff," which normally goes to almost any length to deliver a package, has been trained to draw the line on pharmaceuticals.

Airborne staff cannot slap a return air waybill over the original if a pharmaceutical samples package cannot be delivered. The procedure, instead, is to put the entire delivery into a second box, preserving the original air waybill with the original address intact.

Whether pharmaceutical houses handle their own transportation and warehousing or outsource that end of the business to a fulfillment house, one of the biggest challenges is to ensure the carrier handling their products is in compliance with the PDMA, Friedman said.

Forwarders must comply, too

Air freight forwarders, too, have taken up the challenge of complying with the PDMA with the help of the regularly-scheduled air carriers.

The most exciting part of complying with the PDMA is getting products to a sales rep at home or at a storage area without wasting precious minutes--or hours--of that person's time, said Dave Martin, vice president of LEP Profit International, one of the largest air freight forwarders in the United States for domestic business. That is why LEP Profit created a special program with a two-hour delivery window to get pharmaceutical samples to sales reps when needed, Martin said.

The forwarder has created detailed standard operating procedures for both customers and scheduled airlines such as United, Delta, USAir and American to accomplish that, he added.

"We find the airlines to be extremely helpful and cooperative in working with us and with what are, essentially, both our customers," said Sam Schotsky, a LEP spokesperson.

The samples distribution program has been so successful that a pharmaceutical company that downsized asked LEP to coordinate the process of repacking samples from terminated employees and shipping them back to the company, said Martin.

Seattle-based Lynden Air Freight also has targeted pharmaceuticals as one of its five major niche markets. Most of its product originates on the East Coast and flies out of Newark, N.J., to 270 destinations nationwide on Northwest or Continental, said Eastern Division Vice President Skip Hanson.

When a new product is introduced or a marketing campaign begins, Lynden often handles a truckload or two of samples going to sales reps nationwide in a single night. To accommodate the pharmaceutical market's need for tracking those samples, Lynden offers a specialized software program that allows pharmaceutical companies to punch in a three-digit code (one is assigned to each sales rep) to find the nature and weight of the shipment the person will receive. The program then automatically prints out labels and a manifest for the truck driver, then downloads the information into Lynden's computers, eliminating the rework.

"At this point, we cut the airline bill, but we don't need to maintain a paper trail. The EDI Scitor network does that," said Hanson. Like LEP, Lynden offers a two-hour delivery window on the other end.

Puerto Rico: a weighty market

Any carrier or forwarder courting pharmaceuticals must eventually get into Puerto Rico, where substantial amounts of ethical drugs now are manufactured for export to the United States and worldwide. While not a new market, it is changing all the time: One of the biggest challenges recently is finding enough lift to get all the product off-island. American Airlines is the largest commercial airline to provide service from Puerto Rico.

LEP Profit charters two aircraft a night to move pharmaceuticals out of Puerto Rico, one to Hartford, Conn., and one to Columbus, Ohio, a strategic distribution point. Common carrier space also is used, especially to destinations outside the United States, Schotsky said.

Danzas, a Seattle-based freight forwarder, is looking for a window of opportunity in the Puerto Rican pharmaceuticals market, said Arnie Goldstein, vice president of domestic air freight. Goldstein said his company is looking at the smaller carriers, like TWA, to provide the needed lift off the island, commenting that carriers that have downsized may be more flexible and service-oriented.

#### Packaging requirements

While most medical products require no more special packaging than any other cargo of similar weight and size, there are exceptions: Vaccines, some medications and many diagnostic and research products, are perishable and, therefore, time-sensitive; others, such as infectious substances or products packed in dry ice, are considered hazardous materials under Department of Transportation (DOT) and International Civil Aviation Organization (ICAO) regulations; and, still some, such as the human plasma products shipped all over North America and to several international destinations by PlasmaLab International in Everett, Wash., are both.

Even though the human plasma products PlasmaLab ships for research purposes are noninfectious, International Air Transport Association (IATA) guidelines, which apply to its members only, and ICAO regulations governing packaging are quite strict, said Kay Hill, director of operations.

The plasma must be placed in sturdy, leakproof containers, then placed inside a second container. Each bottle is packed in bubble wrap, with packaging material around it, then in a cardboard box.

For international shipments, two special labels indicate the contents is a human product and that it is packed in dry ice, a hazardous material. Some of the smaller shipments traveling closer to home do not need to be packed in dry ice.

"When you get dry ice into a plane, it takes oxygen out of the air," Hill said. The airlines need to plan shipments containing dry ice in advance for that reason.

PlasmaLab relies a good deal on Federal Express for its domestic shipments and on Scandinavian Airline Systems (SAS) for its international ones. According to Hill, there have been no real mishaps in the five years of the lab's international shipments.

Cliff Reed, a customer service manager at freight forwarder BDP International, handles some of PlasmaLab's products going to Japan. He likes to make sure there is enough dry ice to accommodate the transit time plus 24 hours on an international delivery.

Emery Worldwide has set up a special program for air freighting perishables that works hand-in-hand with the pharmaceutical division, said Vince Gallagher, director of pharmaceuticals and healthcare sales. The carrier can pick up and deliver in reefer trucks, offer reefer back-up and also work with shippers on packaging reefer products.

#### Distribution challenges

Air carriers are meeting the distribution challenges of medical products shippers, as well. Time and inventory control usually are the issues in designing customized distribution services.

Lederle Labs turned to Emery when it implemented its "ship-and-hold" program for drugs that have been FDA-approved but are not yet ready for consumption. The company wanted an air carrier that would assure quick-response delivery of drugs as soon as they were ready.

One attraction of Emery's service was that products are shipped 50 boxes to a pallet, and pallets are never broken down during shipment. The integrated pallets add a measure of security to pharmaceutical shipments.

#### Warehousing

Warehousing prescription drugs and other medical supplies until

needed, then rushing shipments "just-in-time" is saving hospitals and other facilities money, Gallagher said.

According to Gallagher, one major manufacturer of generic drugs has asked the integrator to warehouse its products so it can offer a "quick-response" system to customers in need. As a result, the company has a new competitive edge because it can deliver the product reliably.

Such services can extend to specialized warehousing, such as the temperature-controlled facilities Emery offers one of the country's leading pharmaceuticals manufacturers. The company warehouses high-value, temperature-sensitive products with Emery. The integrator and client are hooked up by EDI to ensure quick filing of orders as they are placed, thus, enabling products to be moved on a same-day or overnight basis.

#### Customized services

Whatever need arises in the pharmaceutical business, air carriers are working to provide cost-effective, value-added services to the industry.

When one of Emery's medical products clients initiated a product recall, for instance, the issue of how customers holding the product would re-package it arose. The car sent representatives out in the field to assist with packaging and to pick up the products for shipment, Gallagher said.

Recently, Airborne Express was challenged to help Merck & Co. market its new product, Proscar, in a unique way. Rather than introducing Proscar by the traditional method of sending out salespeople, Merck experimented with sending the new product to physicians in an expedited delivery package it dubbed "Merck Express."

According to Friedman, one of the challenges for Airborne was in going from zero to 60,000 deliveries of the product overnight to accommodate Merck's needs. The pharmaceutical company was pleased to find the experiment was cost-effective and reliable in distributing samples of the new drug in a limited geographic area.

#### The future

With managed care on the horizon, what lies ahead in transporting medical products is anybody's guess. Gallagher definitely sees a trend away from legions of salespeople and samples given to physicians and toward generic drugs. That could mean more opportunities for air carriers to set up warehousing for generic drug producers.

In some ways, a tightening market on pharmaceuticals and medical products can only help air carriers, especially those that offer value-added services. Customized deliveries, inventory control and warehousing, and reliable tracking and EDI links all are high priorities for the air cargo industry's clientele, and these services represent the changes in the future of medical products transportation.

#### When You Need Something STAT

When transporting medical products really does mean life or death, medical personnel call on a few specialized same-day air carriers to meet the crucial time demands their situations require.

"Is the patient on the table?" representatives ask when Sky Courier, a subsidiary of Airborne Express, gets a call from St. Jude Medical Center in Minneapolis. Sky Courier warehouses mechanical heart valves for the center, sometimes rushing the valves into an operating room after the surgeon determines the need.

In addition, the company is the exclusive same-day courier for the Red Cross blood supply, both domestically and internationally, said SkyCourier General Manager Don Smith.

Same-day shipments represent a small portion of all medical products that go by air, Smith said, but added that "it certainly has the greatest ramifications if something goes wrong."

While patients often wait months anticipating the donation of a kidney or other organ, instant action on the part of the medical team and a carrier is called for to transport the organ to the transplant site.

"We utilize every mode of transportation," said Karl R. Daigle, vice president of marketing and sales at Quick International Courier, the parent company of STAT, a same-day courier specializing in transporting biomedical materials.

When a client calls, STAT picks up an organ within 60 minutes, puts it on the next available commercial flight and has an agent standing by to pick it up at the destination and deliver it, Daigle said. If for some reason that service is not fast enough, STAT will charter a plane to fly it there.

Besides organs, STAT is called on for emergency transportation of live leeches often, which it warehouses in a special refrigerated facility. Leeches are used to stop clotting and enhance circulation during and after surgery to reattach a limb, Daigle explained.

Perhaps less glitzy but just as vital an emergency is the shipment of parts to repair high-tech medical equipment, such as magnetic resonance imaging (MRI) equipment and CT scanners. SonicAir is ready 24 hours a day to respond to those calls.

"If that machinery isn't operating, you have patient care backed up and patients could die," noted Hal Rabin, executive vice president of sales and marketing for SonicAir. The company warehouses the costly parts for the machinery, then ships them out on a same-day basis for emergencies.

Consolidating the inventory in a third-party warehouse helps hospitals cut the costs of doing business, Rabin noted.

The same-day courier also customarily transports burn patient tissue, carrying it into the operating rooms all over the world to maintain product integrity.

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SPECIAL FEATURES: illustration; photograph

INDUSTRY CODES/NAMES: AERO Aerospace and Defense; TRAN

Transportation, Distribution and Purchasing

DESCRIPTORS: Drugs--Transportation; Air freight--Services; Freight forwarders--Services

SIC CODES: 4731 Freight transportation arrangement; 4512 Air transportation, scheduled; 2834 Pharmaceutical preparations

FILE SEGMENT: TI File 148

STATUTE NAME: Prescription Drug Marketing Act of 1987

1/9/3

DIALOG(R) File 15:ABI/Inform(R)

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02038861 55404762

**2000 direct marketing review**

Anonymous

Medical Marketing &amp; Media v35n6 PP: 52-70 Jun 2000 CODEN: MMKMBX ISSN:

0025-7354 JRNL CODE: MMM

DOC TYPE: Periodical; Feature LANGUAGE: English RECORD TYPE: Fulltext

LENGTH: 12 Pages

WORD COUNT: 5946

**ABSTRACT:** Business continues to soar for firms providing direct marketing services to the healthcare industry. A convenient single-source reference guide to the companies and services they provide is presented in chart format

**TEXT: EXECUTIVE SUMMARY:**

Business continues to soar for firms providing direct marketing services. Here's a convenient single-source reference guide to the companies and services they provide.

According to a quick survey of the leading direct marketing companies, business has been good over the past 12 months. Virtually all of them reported increased sales during that period. All forecast continued growth during the upcoming year, with projected increases ranging from five to 30 percent.

While most of these companies indicated that their DTC-related business saw only minor growth during the past year, the consensus was that more substantial growth, in this field lies ahead. According to Linda Dorman, director of channel marketing and, industry development at Experian, "We expect our DTC business to increase during the next 12 months due to the increasing need for more sophisticated direct and database marketing services."

Responses were divided in terms of e-- mail promotion. Roughly half the respondents said that business in this area had increased, while the remainder said that it had remained flat. MMS' Terry Nugent, one of those who reported increased business in this area, feels that there is a bright future for e-mail, that it "... will become a more popular communications vehicle."

In addition to continued growth in this field, Linda Dorman sees a significant evolution with marketers recognizing the importance of "integrating their online and offline communications to support and reinforce one another, reaching consumers with consistent messages relative to their needs."

The following listings provide a convenient single-source reference For dozens of leading direct marketing firms, including addresses, phone and fax numbers, and descriptions of services. The information shown was derived from the current issue of the Pharmaceutical Marketers Directory.

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Fax 203-322-6513

Internet [www.acxiom.com](http://www.acxiom.com)

Provides market management solutions to support both professional and consumer marketing programs. Services include database design/management, data enhancement, data management, database marketing technology, and direct marketing services (including lettershop, sample fulfillment, and order processing).

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Information Services Division

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Internet [www.fala.com](http://www.fala.com)

FDA/DEA-approved, full-service, direct mail production company from start to finish; art, type, mechanicals; up to fourcolor printing; data processing; database management; laser personalization; ektajet imaging; fulfillment; hand assembly and volume machine mailings; and commingling/pre-sorting.

FIRSTMARK, Inc.

Route 175 Main Street

P.O. Box 1270

Campton, NH 03223

603-726-4800

800-729-2600

Fax 603-726-4840

Internet [www.firstmark.com](http://www.firstmark.com)

Markets healthcare, technology, and business databases and mailing lists of more than 12 million U.S. and worldwide businesses. Healthcare databases include hospital personnel; group purchasing organizations/multi-hospital chains; biotechnology and pharmaceutical companies; health device manufacturers; HMOs and PPOs; medical distributors; home healthcare agencies; diagnostic imaging centers; nursing homes; physician and dentists



by specialty; clinical laboratories; cancer centers; IV therapy providers; medical equipment rental; equipment repairs; contract research organizations; healthcare software manufacturers; nurses; physicians' assistants; and nurse practitioners. Also markets information for high technology companies, 11 million businesses, and financial institutions and banks. All information can be produced in PC format, as mailing lists, or custom reports. Data is also available via the Internet or on CD-ROM.

The Forman Group. Ltd.

d/b/a Commercial Mailing Lists

P.O. Box 951

Framingham, MA 01701  
508-879-2647

800-875-8345

Fax 508-879-2911

Full-service direct mail production.

F.P. Video Services

150 S. Mountain Avenue

Montclair, NJ 07042

973-746-0421

Fax 973-509-1498

Internet [www.fpvid.com](http://www.fpvid.com)

Complete fulfillment, telemarketing, marketing, and direct response processing services. Clients include major broadcasters, ad agencies, insurance companies, and ethical drug manufacturers.

GD Inc.

1360 Clifton Avenue

Suite 222

Clifton, NJ 07012

973-284-0078

Fax 973-284-0081

Full-service integrated direct marketing activities that includes programs targeted towards physicians, patients, and other healthcare professionals. In-house direct marketing services. Complete fulfillment services, including NR-based programs.

Gerbig, Snell/Weisheimer & Associates, Inc.

DTC/Relationship Marketing Group  
8000 Ravine's Edge Court

Columbus, OH 43235

614-848-4848

Fax 614-540-3200

Internet [www.gswa.com](http://www.gswa.com)

Gerbig, Snell/Weisheimer uses its proven client-side expertise to build innovative brand strategies that enhance customer loyalty. GSW provides effective relationship marketing and direct-to-consumer programs that break through the clutter by focusing directly on the needs and preferences of targeted customers.

Global Press

Health Care Division

7041 E. 15th Street  
Tulsa, OK 74112

918-834-9933

800-380-0049

Fax 918-834-9937

A full-service printing and direct mail company specializing in web and sheetfed printing, data processing, laser imaging, inkjet personalization, hand assembly, and complete mail-shop services.

Harte-Hanks

7801 Nieman Road

Shawnee, KS 66214-1407

913-312-8100

Fax 913-312-8501

Internet [www.harte-hanks.com](http://www.harte-hanks.com)

A full-service direct marketing firm specializing in building and managing marketing databases. Services provided include creative and strategic planning, teleservices, Internet products and services, laser personalization, lettershop, PDMA-compliant sample fulfillment, and mailing lists for clients nationwide. Markets serviced include pharmaceutical, OTC products, and nutraceuticals.

Health Care Direct

260 Route 202/31

Flemington, NJ 08822

908-788-9393

Fax 908-788-7179

Internet [www.hcdinteract.com](http://www.hcdinteract.com)

Database marketing services, Internee symposia, direct mail, market research and sales territory alignment.

Healthcare Database Marketing Group, Inc.

21 Fieldpointe Drive

Somerville, NJ 08876

908-541-0232

Fax 908-541-9425

Internet [www.healthdatagroup.com](http://www.healthdatagroup.com)

Complete information management services including database marketing, program development, list management, content and customer database development, strategic information dissemination systems, data analysis, statistical modeling, and market segmentation. Specialized expertise in DTC and disease-management communication programs.

Healthcare Delivery Systems, Inc. (HDS)

A Business Unit of McKessonHBOC Pharmaceutical Partners Group

9700 N. 91st Street

Scottsdale, AZ 85258

480-314-7000

Fax 480-314-7070

Internet [www.mckhbc-hdsinc.com](http://www.mckhbc-hdsinc.com)

Specializes in the application of advanced healthcare information technology to create a variety of distribution, patient, and promotional programs for pharmaceutical manufacturers. Among the services offered are innovative pharmacy-based starter supply programs (Trial Script), discount coupon programs, price guarantee programs, patient rebate programs, patient assistance programs, Phase IV clinical trial programs, and patient registry programs. DTC Solutions (SM) is a comprehensive, integrated communications network and information management system designed to support direct-to-consumer (DTC) relationship marketing programs. Other fulfillment and database management activities include customized print and Internet capabilities to produce drug-specific educational materials for patients and product, or program information to physicians, payers, and pharmacists. Also available are telecommunications applications for customer support, product reimbursement hotlines, product ordering and sales administration support for outsourced contract warehousing, and telemarketing programs for alternate site, physician clinics, and pharmacies.

Leon Henry, Inc.

455 Central Avenue

Scarsdale, NY 10583

914-723-3176

Fax 914-723-0205

Internet [www.leonhenryinc.com](http://www.leonhenryinc.com)

Leading mailing list brokers. Also place advertising inserts in packages, statements, etc. Specialists in alternative print media advertising. Managers of mailing lists in the medical field including Diabetes Interview list, Dialysis and Transplantation subscribers, Diabetic Food Emporium requestors, Diehard Dieters buyers, Healthy Body buyers, Powerall Plan members, U.S. Health Club master list, and Vitality Catalog buyers. Managers of package insert programs in the medical field including Healthwatchers packages, Powerall packages, Puritan's Pride packages, U.S. Health Club master programs, and Vitality Catalog packages.

Horah Direct

Direct Mail Tools of the Trade

49 W. 37th Street

New York, NY 10018

212-921-4521

800-305-9433

Fax 212-921-4831

Internet [www.horahdirect.com](http://www.horahdirect.com)

Direct marketing creative agency specializing in results driven creative packages, that will boost sales. Full-service capabilities include strategy and copy, design, data processing, printing, mailing services, and analysis. Industries include health care, pharmaceutical, education, publishing, and non-profit.

ICG NikoNET

5901-A Peachtree-Dunwoody Road

Suite 100

Atlanta, GA 30328

201-689-6815

Fax 201-689-6817

Internet [www.nikonet.com](http://www.nikonet.com)

Enhanced messaging services including broadcast fax, e-mail and voice, document-- on-demand, and teleconferencing.  
ICT Group, Inc.

800 Town Center Drive

Langhorne, PA 19047-1748

215-757-0200

800-799-6880

Fax 215-757-7877

Internet [www.ictgroup.com](http://www.ictgroup.com)

ICT Group is a leading global provider of customer relationship management services helping clients identify, acquire, retain, service, measure and maximize the lifetime value of their customer relationships. We have more than 30 contact centers throughout North America, Europe, and Australia, staffed by healthcare professionals and highly trained non-specialists. Customized Web-enabled services, e-mail management and processing, contact center management, market research, database management, and comprehensive support of e-business sales and service for pharmaceutical clients. Business and consumer applications include teledetailing, vacant territory coverage, patient/professional customer service, clinical trial recruitment, formulary announcements, compliance and wellness programs, disease management, meetings and symposia recruitment, professional and public affairs, and Rx-to-OTC switches.

Info USA

5711 S. 86th Circle

Omaha, NE 68127

402-593-4500

Internet [www.infousa.com](http://www.infousa.com)

Sales leads and mailing lists of US/Canadian businesses by sales volume and employee size; consumers by age and income; several types of professionals including those in the health and medical industry. Data supplied on prospect lists, labels, diskette, magnetic tape, and CD-ROM.

Intevo

2 World Trade Center

38th Floor

New York, NY 10048

212-912-8306

Fax 212-912-8309

Internet [www.intevo.com](http://www.intevo.com)

Intevo(TM) is a leading Application Service Provider for outbound permission based e-mail marketing. Intevo provides direct marketers with advanced customer profiling capabilities, high volume e-mail delivery, tracking and reporting of e-mail messages. Intevo maintains a sophisticated, email profiling system that is specifically designed for permission e-mail marketers. Intevo empowers clients to dynamically convert databases into knowledge warehouses. Marketers may continuously refine and redefine their customer profiles and append each recipient's demographics, preferences and responses. This data profile is central to the Intevo value creation process. Through advanced programming technologies and easy to use interfacing, Intevo empowers marketers to profile, deliver and track high volumes of e-mail messages to customers.

J. Knipper and Company, Inc

A McKessonHBOC Pharmaceutical Partners Group Company

1645 Oak Street

Lakewood, NJ 08701

732-905-7878, 888-KNIPPER

Fax 732-905-0469

Internet [www.knipper.com](http://www.knipper.com)

Acquired by McKesson in late 1998, Knipper is now an integral Business Unit of McKessonHBOC Pharmaceutical Partners Group Company. Knipper's broad range of fully integrated services include direct mail, product sampling, fulfillment, product recall support, telemarketing, sample accountability systems, and database management. Exclusively engineered for the healthcare industry, all services provided by Knipper are in full compliance with current PDMA regulations; FDA-registered facilities and DEA-licensed (Class III, IV, & V). Designs mail programs, personalized letters, customized Grams, polybagging and shrink-wrapping, sales support distribution, and order processing. Complete postal qualification services to maximize postal discounts, including zip+four and bar coding. Knipper Direct Division provides marketing support services for DTC/DTP marketing initiatives.

Knipper Direct

Division of J. Knipper and Company, Inc.

1645 Oak Street

Lakewood, NJ 08701

732-905-7878, 888-KNIPPER

Fax 732-961-0713

Knipper West

800 El Camino Real, West, Suite 180

Mountain View, CA 94040

650-903-2248

Fax 650-903-2251

Internet [www.knipper.com](http://www.knipper.com)

Exclusively focused on serving marketers in managing large volume and increasingly complex direct mail programs and high-level data processing requirements for targeted direct-to-consumer/patient mailings and analysis.

L.A. Direct

8021 Orlando

Clayton, MO 63105

314-997-3452  
Fax 314-727-0552

Direct marketing ad agency specializing in direct marketing for the medical and publishing industries. Also offers direct marketing consulting and medical list brokerage.

LARK Marketing Support Services

309 Pierce Street

Somerset, NJ 08873-1298

732-356-7200, 800-213-LARK

Fax 732-356-4299

Internet [www.larknet.com](http://www.larknet.com)

Industry specialists for integrated marketing and sales support services. Efficient and cost-effective operations making client's job easier while complying with federal, state, and corporate requirements. Outsource resource is provided by experienced team of industry savvy consultants in strategic and tactical development, implementation, and analysis. Core services include database, direct marketing, sample and literature fulfillment, PDMA sample accountability and reconciliation, POA and ad hoc literature and sample distribution, inbound and outbound teleservices, and third party logistics.

THE LITTLE BLUE BOOK

National Physicians DataSource, LLC (formerly Physicians' Telephone Directory, Inc.)

302 W. Main Street, Suite 206

Avon, CT 06001

800-345-6865

Fax 860-674-0323

Internet [www.thelittlebluebook.com](http://www.thelittlebluebook.com)

THE LITTLE BLUE BOOK Physician MasterFile's accurate and continuously updated propriety database of over 375,000 practicing physicians is available for your fax broadcasts, mailing lists, e-- mail, and our own shared-mail program. Additional information available in the database includes hospital affiliations, fax numbers, satellite office information, and e-mail addresses. Sales representatives can merge our database with their own for the latest information.

Marimark Corp.

9423 Corporate Lake Drive

Tampa, FL 33634

727-736-3611, 888-659-9971

Fax 727-734-5776

Recognized as the creative leaders for microtargeted, result-generating communications. Seamless, cost-effective direct mail production in a state-of the-art facility that encompasses every requirement from electronic prepress, two- through sixcolor printing, die-cutting, assembly, database management, computer-laser personalization, and computer-controlled fulfillment. A staff of 221 professionals focused on creative and microtargeted communications for healthcare marketers since 1947.

Marketing Advertising Promotions, Inc.

Four Edison Place

Fairfield, NJ 07004

973-575-5656

800-4000-MAP

Fax 973-575-9175

Internet [www.4000map.com](http://www.4000map.com)

Provides service-oriented solutions for healthcare marketing needs, including computer-aided graphic design; DataBase: AIM(TM)-Analysis, Integration & Management; sample fulfillment (with temperature controlled warehouse); micromarketing personal letter systems; direct mail/list services; IVR Systems Interactive Voice Response and Audiotext Systems; and FAX-Time(TM), a "fax on demand" service.

McKessonHBOC Pharmaceutical Partners Group

Kelly/Waldron Division

330 Milltown Road, Suite West 5

East Brunswick, NJ 08816

732-257-1777

Fax 732-257-7368

800 Business Center Drive, Suite 100

Horsham, PA 19044

215-674-2700

Fax 215-674-5713

Internet [www.hckhboc.com](http://www.hckhboc.com)

A division of McKessonHBOC Pharmaceutical Partners Group with decades of experience in servicing the direct marketing, marketing research, and database needs of the healthcare industry. Integrated database systems, complete direct marketing services, expert program design and management, with R.O.I. Analysis, and database marketing. List services include providing the most extensive nurse practitioner and physician assistant



database available. Kelly/Waldron is also an AMA Franchise.

Medical Marketing Service, Inc. (MMS)

185 Hansen Court, Suite 110

Wood Dale, IL 60191-1150

630-350-1717

800-MED-LIST (633-5478)

Fax 630-350-1896

Internet [www.mmslists.com](http://www.mmslists.com)

Lists and databases for professional and direct-to-consumer sales and direct marketing. AMA franchised since 1929. Exclusive provider of AMA historical physician data, from 1978 to 1996, for market research. Manager of the American Academy of Pediatrics, the American College of Physicians and The Little Blue Book physician masterfiles. Lists including name/address/ phone/ fax/e-mail/office address/ HMO hospital/ group affiliation of U.S., U.K., Canadian, and other international physicians, physical therapists, nurses, diabetes educators, physician assistants, nurse practitioners, optometrists, pharmacists, managed care executives, groups, hospital and health system managers, dentists, and many more healthcare professionals and facilities available for one-time or unlimited annual use. MMS' unique NOWW on the neSmt system lets you select and download lists online for one monthly fee (plus AMA royalties). Services include physician profiling by prescription volume: hospital, group practice affiliations; list management and brokerage; controlled circulation management; database marketing; and association management.

National Telewire Corporation

76 S. Orange Avenue

South Orange, NJ 07079

973-763-8900, 800-835-3947

Fax 973-763-5306

Internet [www.telewire.com](http://www.telewire.com)

Telegram communication service delivered via mail.

Newton Resource Group

Newton Resource

2425 Pennington Road

Pennington, NJ 08534

609-818-0025

Fax 609-818-0045

Internet [www.nrg-i.com](http://www.nrg-i.com)

Experienced suppliers, providers, and distributors for all direct marketing campaigns. Services include database management, design, and response

analysis.

Norman Frances Associates

279 Union Street

Hackensack, NJ 07601

201-488-4888, 800-924-4881

Fax 201-488-5628

Pharmaceutical experience in personalized direct mail production/lettershop, database management, laser and impact printing, fulfillment, handwork, etc., since 1981. New Jersey Woman Business Enterprise certified. Certified mail return receipt requested now available.

Novus Marketing, Inc.

13605 First Avenue, North

Minneapolis, MN 55441-5463

612-476-7700, 888-NOV USAD

Fax 612-476-7701

Internet [www.novusmarketing.com](http://www.novusmarketing.com)

Specializes in building consumer direct response print advertising businesses through placements in newspapers and magazines. Offers strategic research and planning, deeply discounted rates in over 1,200 consumer publications, and sophisticated on-line analysis and reporting.

PFN Communications

2414 Apple Ridge Circle

Manasquan, NJ 08736

732-292-9711

Fax 732-292-0640

Internet [www.pfncom.com](http://www.pfncom.com)

PFN Communications combines the capabilities of enhanced fax products and services with a staff of individuals with extensive experience in pharmaceutical and healthcare marketing to help marketers develop sophisticated, targeted fax programs directed to physicians, pharmacists, hospitals and other healthcare providers. Services include: BROADCAST FAX-faxed message distribution service to physicians and other healthcare professionals; FAX-ON-DEMAND-- proprietary on-line library of documents available to MDs; DATAFAX, customized data collection program. HEALTHCARE LISTS, fax numbers and mailing lists of physicians, pharmacists, dentists, opticians, chiropractors, and other healthcare professionals.

Pharmaceutical Direct, Inc.

10 N. Sussex Street

Dover, NJ 07801  
973-989-0900

Fax 973-328-4515

Complete direct marketing services from concept to execution. Database development and maintenance, market research, DTC/DTP programs, coupon programs, fax broadcast, check studies, sales force programs, interactive and educational programs, and product launches. Inhouse services include computer services, laser personalized letters/envelopes/checks/ labels, all assembly, including hand and machine insertions. Also offer a comprehensive direct mail seminar series to educate both beginners and experts about pharmaceutical direct mail (done at no cost at your facility).

Pharmaceutical Software Laboratories Inc.

284 N. 115th Street

Omaha, NE 68154

402-333-5665

Fax 402-333-5479

Palm Top-based call and sample reporting. CD-ROM-based decision support systems with interactive graphical display. Target lists, ranked rosters, and mailing lists. Telemarketing customized applications based on prescription, in-house, captured data.

Pharma-Scripts, Inc.

A subsidiary of PPS medical marketing group, Inc.

264 Passaic Avenue

Fairfield, NJ 07004-2595

973-575-4400

800-732-8420

Fax 973-575-4408

Internet [www.ppsmed.com](http://www.ppsmed.com)

Patient savings certificates distributed to physicians by pharmaceutical sales representatives or direct mail. The certificates offer discounts, rebates, or free initial medication to patients when presented at pharmacies along with their doctor's prescriptions for the products specified. Direct-to-patient rebate and patient-in-- need programs available. Pharma-Scripts programs are a cost-efficient alternative to drug sampling programs and are in full compliance with PDMA. Monthly summary reports are included.

Phillips International, Inc.

List Marketing

7811 Montrose Road

Potomac, MD 20854

301-340-2100

800-777-5005

Fax 301-294-1307

Internet [www.phillips.com](http://www.phillips.com)

Mailing list managers for consumer-oriented health and investment services.

Phoenix Marketing Group -- Access Worldwide

1 Phoenix Drive

Lincoln Park, NJ 07035

973-633-8900

Fax 973-305-0799

Computer-based sales and marketing support for the healthcare industry, including database management, profiling, and sample fulfillment services (including controlled substances). Label production, direct mail, personalized letters, literature fulfillment, and marketing research. Multiple healthcare databases for targeted marketing and promotion, including the AMA Masterfile and all healthcare specialties. Interactive/detail audit systems measure product launch, detail, and promotional activities; patient compliance; and prescription outcomes. Innovators in electronic territory management and field representative optimization systems.

PhydBack

150 River Road, Building M4

Montville, NJ 07045

973-334-0300

Fax 973-334-9537

Interactive direct mail programs for physicians and other healthcare professionals.

Physicians Marketplace

89 Access Road

Norwood, MA 02062

781-762-6600

Fax 781-762-1300

Internet [www.marketplace-group.com](http://www.marketplace-group.com)

A nationally distributed, monthly, direct response publication designed to generate sales leads and disseminate product information (and product samples) for companies targeting office-based primary care physicians and other healthcare managers.

## PostHaste

11 Clearbrook Road

Elmsford, NY 10523

914-347-2224

Fax 914-347-3940

Internet [www.post-haste.com](http://www.post-haste.com)

Full-service direct mail/fulfillment house. Target marketing to special select audiences including medical, dental, and consumer. Services include mailing list acquisition and maintenance, laser personalization, inkjet labeling, bar coding/sorting for postal discounts, collating, folding, shrinkwrapping, inserting, packaging, four-color commercial printing, warehousing, and more.

PPS medical marketing group, Inc.

264 Passaic Avenue

Fairfield, NJ 07004-2595

973-575-4400

800-732-8420

Fax 973-575-4408

Internet [www.ppsmed.com](http://www.ppsmed.com)

Database management, direct-mail marketing and fulfillment (all segments of healthcare industry), Pharma Scripts, Complimentary Prescription Service, LaserRx prescription pads. Association databases of physicians, dentists, hospitals, pharmacies, plus managed care and other healthcare lists. Personalized communications via high-quality color laser printing, plus full lettershop custom computer and manual services tailored to specific needs. See listing under Pronto Addressing & Mailing Services, Inc.

## PrimeNet

2100-A Palmetto Street

Clearwater, FL 33765

727-447-6245

800-826-2869

Fax 727-442-5181

Direct mail in 28 different formats of letter or self mailer styles in four categories, including Rocket Mail Plus, Megalope, Response Graphix, and Letter Express. Personalization and list generation services.

Promark Direct Marketing Concepts, Inc.

423 Lafayette Avenue

Hawthorne, NJ 07506-2516

973-636-0900

Fax 973-636-0780

Direct mail firm. Printing, fax broadcast, mail merge letters, ink jet printing, two- to six-color printing, lettershop, fulfillment, and mailing lists.

PromoTech Research Associates, Inc.

408 S. Pierce Avenue

Louisville, CO 80027-3018

800-716-7166

Fax 303-665-2020

Full-service direct marketing company with over a decade of experience, exclusively in the healthcare industry. Services include inbound/outbound telemarketing and customer service; computerized telemarketing stations; in-house IVR and ACD; physician, nurse, and pharmacist detailing; price guarantee programs; peer promotion; 800# service and referral programs; telephone sales and lead generation; database management and profiling; in-house programming; retail stocking programs; direct mail; fax and fulfillment; coupon/check redemption; DTC promotions; field force communication and support; rep triggered letters; prescription drug sample programs; recall services; distribution; and storage. Our unique interactive programs have a proven track record. FDA and DEA-registered facilities and a dedicated staff.

Pronto Addressing & Mailing Services Inc.

A subsidiary of PPS medical marketing group, Inc.

50 Dey Street

Jersey City, NJ 07306

973-575-4400, 800-732-8420

Fax 973-575-4408

Internet [www.ppsmed.com](http://www.ppsmed.com)

Complete in-house list maintenance, lettershop, direct-mail fulfillment, and postal presort services, including Cheshire and ink-jet addressing, electronic inserting, shrink-wrap packaging, and polybagging. Licensed for prescription drug inventory, distribution, and sample accountability programs. Personalized communication programs via high-quality color laser printing. Custom computer and manual services tailored to specific needs.

Redi-Mail Direct Marketing

5 Audrey Place

Fairfield, NJ 07004

973-808-4500

Fax 973-808-5511

Internet [www.redimail.com](http://www.redimail.com)

A full-service, in-house direct marketing organization providing pharmaceutical corporations with the benefit of one-stop, comprehensive, direct marketing services. Services include database management, development and analysis, data processing and entry, inbound telemarketing and 800# services, outbound direct mail services (automated lettershop and hand assembly), and literature and product fulfillment (including Rx samples) services. Offers enterprise-wide sales and marketing software and support services through sister company StayinFront. These automated software systems are integrated with direct marketing capabilities to provide pharmaceutical companies state-of the-art turnkey sales and marketing systems and solutions.

Retained Communications, Inc.

531 Main Street, Suite A

Safety Harbor, FL 34695

727-669-2877

877-799-0011

Fax 727-669-5104

Internet [www.retainedcommunications.com](http://www.retainedcommunications.com)

Specialists in cost-effective, creative, pharmaceutical direct mail programs for all phases of product promotion including launch, maintaining brand equity, mature products, sales force motivation, and others. Also provides exceptional account service, database management, list development, and fulfillment services.

Edith Roman Associates, Inc.

Blue Hill Plaza

16th Floor, P.O. Box 1556

Pearl River, NY 10965-8556

914-620-9000, 800-223-2194

Fax 914-620-9035

Internet [www.edithroman.com](http://www.edithroman.com)

Selected mailing lists for specific needs. List compilation, database marketing, list management, and Internet marketing.

Rubin Resorts-e Services, Inc.

1111 Plaza Drive

Schaumburg, IL 60173

847-619-9800

Fax 847-619-0150

Internet [www.rubinresponse.com](http://www.rubinresponse.com)

Direct marketing list development, acquisition, analysis, and all related computer and mailing resources. List brokerage and list management marketing.

The Rylander Company

1050 Business Center Drive

Mount Prospect, IL 60056

847-704-6000

Fax 847-635-6318

A full-service marketing support facility offering printing, data processing, lettershop and mailing services, laser and envelope addressing, bindery, and fulfillment.

Saddle River Marketing Concepts

600 Industrial Avenue

Paramus, NJ 07652

201-967-8400

Fax 201-967-8987

Telemarketing, direct mail services, database management, and fulfillment services.

SK&A Information Services, Inc.

2601 Main Street, Suite 650

Irvine, CA 92614

800-SKA-LIST

Fax 949-476-2168

660 White Plains Road, Fifth Floor

Tarrytown, NY 10591

800-752-9954

Fax 914-332-5579

Internet [www.skainfo.com](http://www.skainfo.com)

Since 1982, SK&A has offered mailing lists and databases of healthcare managers/executives who are key purchasing decision-makers. As the premier provider of lists of professionals across the pharmaceutical industry, offers pharmacists by individual name at all US pharmacies (retail and institutional), and other decision-makers at chain pharmacy national headquarters, pharmaceutical manufacturers, and pharmaceutical wholesalers. Some selections include prescription volume and formulary executives, including the Chairpersons of the Formulary Committees at all U.S. hospitals and Formulary Directors at Integrated Healthcare Organizations. In addition to being BPA-audited, approved, and guaranteed 99% deliverable, SK&A is also extremely versatile-along with mailing addresses, they are



available by phone and fax numbers. The company's Fax Broadcast Service is ideal for pharmaceutical recalls and new indications, and the Instant-Response Fax Service provides results in as few as 24 hours.

Teledynamics Group, Inc.

33 N. Garden Avenue, #850

Clearwater, FL 33755

727-461-3939

800-521-2150

Fax 727-562-5490

Internet [www.teledynamicsgroup.com](http://www.teledynamicsgroup.com)

Technology company offering ondemand telelectures, both promotional and CME, accessible via the telephone and the Internet featuring the patented EDIX(TM) system. Capabilities include interactive programs, tracking reports, database management, 10,000 faxports, fax on demand, fulfillment, training, opinion polling, and lead generation.

TMSI

320 E. Buffalo Street

Milwaukee, WI 53202

414-347-4100

Fax 414-347-4040

Electronic printing and high volume typesetting for production of bar coding applications, creative direct mail questionnaires, surveys, and personalized letters and envelopes. MICR printing of letterchecks/couponchecks, scanning, and fulfillment.

Torre Lazur/MMR Relationship Marketing

Division of Torre Lazur Healthcare Group

20 Waterview Boulevard

Parsippany, NJ 07054

973-299-5681

Fax 973-263-4113

Full range of database marketing services with particular focus in every aspect of relationship marketing-including direct response advertising, loyalty marketing database management, custom publishing, and telemarketing.

Total Response, Inc.

5804 Churchman Bypass

Indianapolis, IN 46203-6109

317-781-4600

800-368-6029

Fax 317-781-4609

Internet [www.totalresponse.com](http://www.totalresponse.com)

Inquiry management, order processing and fulfillment, market surveys, and 24-- hour customer service. Telemarketing, mail, and fulfillment under one roof.

Tri-ad, Inc.  
Fairfield Commons

271 Route 46 West, Suite C203

Fairfield, NJ 07004

973-808-0707

800-884-0707

Fax 973-808-0797

Internet [www.triadcj.com](http://www.triadcj.com)

Dimensional promotion for mail or detail use, package design, and FDA-registered sample fulfillment.

21st Century Marketing

1750 New Highway

Farmingdale, NY 11735  
516-293-8550

Fax 516-293-8974

Internet [www.21stcm.com](http://www.21stcm.com)

Mailing lists, inserts, co-ops, cable TV, electronic, and other unique media to targeted consumer, business-to-business, and high-technology markets.

Webcraft Direct Marketing

Healthcare Group

Route 1 & Adams Station

North Brunswick, NJ 08902-6023

732-297-5100

800-283-4044  
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#### COMPANY NAMES:

Advanstar Communications Inc (DUNS:18-350-9751 SIC:2700 NAICS:511120;  
511140)

Alliance Marketing

Experian Information Solutions Inc ( NAICS:561450)

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Health care industry; Direct marketing agencies; Manycompanies

CLASSIFICATION CODES: 8320 (CN=Health care industry); 8301 (CN=Advertising  
agencies); 9190 (CN=United States)

PRINT MEDIA ID: 23956

1/9/1

DIALOG(R)File 16:Gale Group PROMT(R)

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06309813 Supplier Number: 54530593 (THIS IS THE FULLTEXT)

**Windows CE Devices Get Remote Data In Sync -- Operating System Upgrade Has Triggered Increased Interest Among IT Managers.** (version 2.11 of Microsoft's operating system for handheld computers) (Product Information)

Davey, Tom

InformationWeek, p102(1)

May 3, 1999

ISSN: 8750-6874

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; General Trade

Word Count: 1186

TEXT:

Handheld computing devices that run the Windows CE operating system have received only lukewarm interest from IT buyers in their three years on the market. But that's starting to change.

The most recent version, Windows CE 2.11, which came out last fall, significantly raises the capabilities of the hardware. CE 2.11 offers a Universal Serial Bus connection for attaching peripherals and better screen resolution with more colors. There are also more tools for porting Windows 98 and NT code to this version of the portable operating system, leading to a big boost in application support. But for many companies, one added feature has become the key selling point: the ability to remotely check server directories and synchronize data with servers.

"Like any Microsoft product, it has taken them about three releases to get it right," says Chris Fletcher, research director of the Aberdeen Group. "It hasn't been very successful to date. But that's changing, particularly in enterprise applications, sales-force automation, customer support, and field service."

Some Windows CE hardware vendors say they're seeing increasing interest from several major telecommunications companies whose field technicians often roam among job sites, logging in tasks with paper and pen, or lugging along DOS terminals that run proprietary applications.

For instance, CE hardware vendor Intronix Corp. has the potential to sell as many as 100,000 of its ruggedized CE systems to clients in telecom and similar industries, says VP of marketing Matthew Gerber, though other vendors are also in the running to win the same contracts. He attributes the growing telecom demand in part to CE's new ability to support remote access by field workers to everything from work orders to parts databases to maps for underground cables that reside on a company's servers.

Ameritech Corp. is a case in point. "We're getting ready to replace our handheld DOS terminals for our 10,000 field technicians," says Frank Gindraw, director of automated service support systems at the company, which supplies local U.S. telephone service as well as cellular, long-distance, paging, and other data communications services in the United States and Europe. He has examined products and prototypes from several vendors and expects to decide on a single supplier within the next few weeks. Gindraw has narrowed the prospects to two companies, but because he's still in negotiations he declines to disclose their names.

Ameritech will spend about \$20 million-or \$2,000 per handheld CE device-to equip its workers. For that, Gindraw expects to gain many advantages over the bulky DOS terminals that transmit data over a 1,200-baud wired connection. For instance, the CE devices Gindraw is looking at weigh less than three pounds and can be easily carried by workers via a handle or on a belt hook.

But that would count for little if users couldn't also synchronize the data on their portables with the server. The new CE devices let them do

that via a Web browser and a 28.8-Mbps land-line modem. The technicians will be able to send reports describing jobs they performed and receive updates on customers' service records and billing information from Ameritech's intranet when a job is completed. Gindraw is also considering buying small printers that attach to the CE machines for on-the-spot billing. The server also notifies workers of their next task after matching their skills and location with remaining work orders.

Similarly, the ability to synchronize data on CE handheld devices with the server is driving change at Lesco Restorations Inc. The Spartanburg, S.C., company manages commercial properties such as banks and grocery stores in several states, subcontracting for property managers to handle everything from changing light bulbs to shingling roofs and paving parking lots. A team of 40 inspectors from Lesco routinely visits each of the 6,000 managed properties to report on needed maintenance and repairs.

About six months ago, Charles Garner, Lesco's director of IT and telecommunications, says he was holding off on purchasing Windows CE devices for the inspectors because they lacked the appropriate Internet capabilities. But now he's in the process of moving the inspectors to a CE device from LG Electronics called Phenom Express. With CE's enhanced capabilities, multiple users can simultaneously dial in through the Internet and synchronize with Lesco's server, keying in updates on the extent of damage to customers' buildings. "Before, the inspector would fill out a form and send it back to corporate, where the inspection form would be entered into the system," Garner says. "We needed fast ways to get that information into our Internet-based system."

Garner has also added digital cameras, which attach to the CE devices, to the inspectors' tools. The Phenom devices use Sierra Imaging software, which offers photo selection combined with text or voice files. Whereas a written report and photo from an inspector would once take a month to finally reach a customer, Garner says the new system has cut the time down to about a day, and that the productivity boost has been well worth the cost of around \$1,100 per device.

#### A Sales-Force Tool

At Snyder Healthcare Sales, which specializes in pharmaceutical sales outsourcing, NEC's Mobile Pro CE handhelds help coordinate salespeople's information about the sample drugs they provide to doctors with a database on the server. The Somerset, N.J., company's 3,000 sales representatives are divided into about 20 sales forces, each of which works for a different drug company; about half of them are now using the CE machines in their daily activities.

"Before we went to CE, the reps filled out a paper calling card that a doctor signed after receiving samples," says Tom Pollock, senior director of IT for Snyder. "Those must later be scanned, and the process has a 10% to 15% error rate." The total scanning and error-correction time took 20 to 30 days. Now, the forms reside on-screen and sales personnel can use pull-down menus to fill in date, drug, and other information, and doctors can sign for the samples directly on the screen. Periodically, sales representatives relay the information, which is encrypted, through an Internet service provider to the corporate server. The remote synchronization has virtually eliminated the errors that resulted from re-entering paper information into the server.

Pollock says he expects the rest of his sales forces to move to CE within the next year. He's just waiting for the clients who use those sales forces to renew their contracts, which stipulate they conduct their transactions in a specified manner.

Indeed, companies using CE devices can expect to be the recipient of additional benefits as enterprise software vendors consider how they'll deploy their own programming resources. Analysts say that despite the large number of independent software developers committed to 3Com's PalmPilot platform, its proprietary operating system will keep it relegated mostly to

niche applications, while CE will garner wider support from enterprise application vendors. "I doubt Palm will make inroads in the enterprise space," says Fletcher of the Aberdeen Group, noting that more than half the code used in some Windows 98 sales-force applications is being recycled into CE apps.

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PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573180 (Hand-Held Data Devices); 7372502 (Operating Systems); 3573160 (Personal Digital Assistants)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

NAICS CODES: 334111 (Electronic Computer Manufacturing); 51121 (Software Publishers)

TRADE NAMES: Microsoft Windows CE 2.11 (Operating system)

1/9/1

DIALOG(R) File 275:Gale Group Computer DB(TM)

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01517226 SUPPLIER NUMBER: 12167024 (THIS IS THE FULL TEXT)

**Pharmaceutical company boosts sales with automated solution. (Upjohn Company of Canada) (Company Profile)**

Diamond, Sam

Computing Canada, v18, n10, p53(2)

May 11, 1992

DOCUMENT TYPE: Company Profile ISSN: 0319-0161 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 895 LINE COUNT: 00073

**ABSTRACT:** The Upjohn Company of Canada has installed a new system for managing field sales representatives and keeping them accountable for maintaining close contact with their sales prospects. The company's automated sales force productivity solution made it possible for sales representatives to eliminate data entry errors, increase the number of sales calls and provide for more timely communications between representatives and management. The system, called FOCUS (Focus on Computer Utilization to Increase Sales), was supplied by Sales Technologies Inc. In the FOCUS system, each sales representative documents his or her sales on a laptop computer using a proprietary territory management program. Every evening representatives use the modems in their computers to dial up the Upjohn network hub, upload all modified data files, and download any messages from management. The new system has boosted sales for Upjohn.

**TEXT:**

Managing field sales representative and keeping them accountable for maintaining close contact with all prospects in their respective territories is a challenging task at best. The complexities are even greater in the pharmaceutical industry where representatives are not commissioned, and may have responsibility for upwards of 500 regular contacts.

The Upjohn Company of Canada, located in Don Mills, Ont., solved these problems with an automated sales force productivity solution, which boosted the number of sales calls each rep makes daily, eliminated data entry errors, and increased accuracy and timeliness of rep/management communications - all while cutting operating costs.

To keep track of field service representative sales calls, Upjohn, a leading provider of ethical pharmaceuticals (non-generic prescription drugs), originally relied on paper reports. Each time a sales rep visited a physician, pharmacy, or hospital, they were supposed to complete a card that detailed the product discussed in the meeting, the amount of time spent detailing the product, the lot numbers of products left as samples, and the next appointment date. These forms were then mailed to Upjohn headquarters, where data was manually extracted and entered into an IBM AS400 host computer for processing.

"There were several problems with this system," explains Bill Cole, project manager of Sales Force Automation at Upjohn. "First, the mail system in Canada is not always reliable, and rep reports were often delayed or even misplaced - a potentially severe problem because of the importance of closely tracking pharmaceutical samples.

"Second, the process of manually keying in data was both labor-intensive and errorprone. And third, this system offered no fast way to transmit information to sales reps in the field."

Equally important, the paper-based reporting provided little in the way of accountability for Upjohn's 76 sales reps throughout Canada who, on average, are supposed to visit about five physicians, three pharmacies and

two hospitals each day.

To assist sales reps in managing their territories and contacts more efficiently, while increasing accountability and tightening communications links between central headquarters and its geographically dispersed sales force, Upjohn turned to a sales automation solution from Sales Technologies Inc. of Mississauga, Ont. The solution, which Upjohn dubbed FOCUS (Focus on Computer Utilization to Increase Sales) calls for having each rep document sales calls on a laptop computer using a proprietary territory management program. The program provides easy-to-use screens which look much like the paper forms reps had been accustomed to using, but now information is sent to, and received by, corporate headquarters daily.

"Each evening reps switch on their modem-equipped laptops, select the communications option at the main menu, and hit the 'enter' key," Cole explains. The system automatically dials the Sales Technologies Network Data Controller (NDC) which acts as the hub for Upjohn's network, and uploads all data files which have been modified since the last upload. This may include sales call records as well as electronic mail messages.

"At the same time," Cole continues, "the system downloads any new information we may want to send to reps, such as reports, marketing data or electronic mail messages. All information received at the NDC on any given day from the sales force is aggregated and processed and then uploaded to Upjohn's host computer that night again, via modem connection."

When the data transfer is completed, reps can review their e-mail messages, enter replies and repeat the communications process. "With e-mail, we no longer play that time-wasting telephone-tag game," Cole says. "Time savings attributed here allows reps to make at least one extra sales visit daily."

The net result is that Upjohn gets accurate and timely data, critical for maintaining tight management control and ensuring that reps visit physicians with a history of prescribing Upjohn products. "Where it used to take as long as six weeks to get sales rep information into our system so it can be analysed," Cole says, "we now receive it literally overnight. And, since the information transfer is automatic, data entry errors have been eliminated, along with the need for four data entry clerks - an estimated savings of \$180,000 each year."

Additional cost offsets for the new solution come from an improved expense reporting system. In the past, expenses were logged on paper forms by reps, and mailed into headquarters. These reports were then reviewed, and mathematical errors corrected, before being entered onto the host.

"The expense reporting process was very error-prone," Cole says. "Now reps enter expenses directly onto their laptop programs, on screens which look just like our conventional expense reports. The program then automatically totals expenses and prints reports on plain paper."

"We have eliminated the expense of non-carbon quadruplicate forms we previously used," he continues, "as well as the need for a staff member to review reports for accuracy."

"By streamlining record-keeping chores, FOCUS is letting our sales representatives concentrate their efforts on visiting more customers and prospects," Cole says. "At the same time, the system has enabled management to more closely track rep activities, and through improved communications, to assist them in their efforts to boost sales."

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SPECIAL FEATURES: illustration; photograph

COMPANY NAMES: Upjohn Company of Canada--Automation

DESCRIPTORS: Case Study; Pharmaceutical industry; Selling; Office Automation; User Studies

SIC CODES: 2834 Pharmaceutical preparations

FILE SEGMENT: CD File 275



1/9/1

DIALOG(R) File 15:ABI/Inform(R)

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01817952 04-68943

**Windows CE devices get remote data in sync**

Davey, Tom

Informationweek n732 PP: 102-105 May 3, 1999 ISSN: 8750-6874

JRNL CODE: IWK

DOC TYPE: Journal article LANGUAGE: English LENGTH: 3 Pages

WORD COUNT: 1213

ABSTRACT: The most recent version of the Windows CE operating system, Windows CE 2.11, significantly raises the capabilities of the hardware. CE 2.11 offers a Universal Serial Bus connection for attaching peripherals and better screen resolution with more colors. There are also more tools for porting Windows 98 and NT code to this version of the portable operating system, leading to a big boost in application support. CE hardware vendor Intronix Corp. has the potential to sell as many as 100,000 of its ruggedized CE systems to clients in telecom and similar industries. Companies using CE devices can expect to be the recipients of additional benefits as enterprise software vendors consider how they will deploy their own programming resources.

TEXT: Headnote:  
Operating-system

upgrade' has

triggered increased

interest among

IT managers

Handheld computing devices that run the Windows CE operating system have received only lukewarm interest from IT buyers in their three years on the market. But that's starting to change.

The most recent version, Windows CE 2.11, which came out last fall, significantly raises the capabilities of the hardware. CE 2.11 offers a Universal Serial Bus connection for attaching peripherals and better screen resolution with more colors. There are also more tools for porting Windows 98 and NT code to this version of the portable operating system, leading to a big boost in application support. But for many companies, one added feature has become the key selling point: the ability to remotely check server directories and synchronize data with servers.

"Like any Microsoft product, it has taken them about three releases to get it right," says Chris Fletcher, research director of the Aberdeen Group. "It hasn't been very successful to date. But that's changing, particularly in enterprise applications, sales-force automation, customer support, and field service."

Some Windows CE hardware vendors say they're seeing increasing interest from several major telecommunications companies whose field technicians often roam among job sites, logging in tasks with paper and pen, or lugging along DOS terminals that run proprietary applications.

For instance, CE hardware vendor Intronix Corp. has the potential to sell as many as 100,000 of its ruggedized CE systems to clients in telecom and

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Ameritech Corp. is a case in point. "We're getting ready to replace our handheld DOS terminals for our 10,000 field technicians," says Frank Gindraw, director of automated service support systems at the company, which supplies local U.S. telephone service as well as cellular, long-distance, paging, and other data communications services in the United States and Europe. He has examined products and prototypes from several vendors and expects to decide on a single supplier within the next few weeks. Gindraw has narrowed the prospects to two companies, but because he's still in negotiations he declines to disclose their names.

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But that would count for little if users couldn't also synchronize the data on their portables with the server. The new CE devices let them do that via a Web browser and a 28.8-Mbps land-line modem. The technicians will be able to send reports describing jobs they performed and receive updates on customers' service records and billing information from Ameritech's intranet when a job is completed. Gindraw is also considering buying small printers that attach to the CE machines for on-the-spot billing. The server also notifies workers of their next task after matching their skills and location with remaining work orders.

(Photograph Omitted)

Captioned as: Upgrade: Ameritech remote workers will use Windows CE devices to get work orders, says Gindraw.

Similarly, the ability to synchronize data on CE handheld devices with the server is driving change at Lesco Restorations Inc. The Spartanburg, S.C., company manages commercial properties such as banks and grocery stores in several states, subcontracting for property managers to handle everything from changing light bulbs to shingling roofs and paving parking lots. A team of 40 inspectors from Lesco routinely visits each of the 6,000 managed properties to report on needed maintenance and repairs.

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(Photograph Omitted)

Captioned as: Value: Garner says switching Lesco inspectors to Windows CE devices was worth the cost.

#### ~~A Sales Force Tool~~

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#### COMPANY NAMES:

Microsoft Corp (DUNS:08-146-6849 TICKER:MSFT)

Ameritech Corp (DUNS:10-333-0684)

#### GEOGRAPHIC NAMES: US

DESCRIPTORS: Windows operating system; Software upgrading; Computer peripherals; Market potential

CLASSIFICATION CODES: 5240 (CN=Software & systems); 5230 (CN=Computer hardware); 7000 (CN=Marketing); 9190 (CN=United States)

1/9/2

DIALOG(R) File 15:ABI/Inform(R)

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02070795 61998241

**FDA tightens sampling accountability**

Tarnoff, Steve; Kowalski, Gary

Medical Marketing & Media v35n8 PP: 108-116 Aug 2000 CODEN: MMKMBX

ISSN: 0025-7354 JRNL CODE: MMM

DOC TYPE: Periodical; Feature LANGUAGE: English RECORD TYPE: Fulltext

LENGTH: 6 Pages

SPECIAL FEATURE: Illustration Photograph Table Chart

WORD COUNT: 2142

**ABSTRACT:** The FDA has enacted regulations on product sampling that go far beyond anything the industry has experienced. These changes, made coincidentally in a politically charged election year, mean the industry faces a potential level of scrutiny that will pose challenges of great proportion. This combination presents a compelling rationale for marketing and sales executives to assess their operational readiness to measure up to the new demands. The FDA has: 1. redefined and provided clarification on existing regulations, 2. defined new requirements and areas to be governed, and 3. established performance standards for all areas.

**TEXT: EXECUTIVE SUMMARY:** The FDA has enacted regulations on product sampling that go far beyond anything the industry has experienced. These changes, made coincidentally in a politically charged election year, mean the industry faces a potential level of scrutiny that will pose challenges of great proportion. This combination presents a compelling rationale for marketing and sales executives to assess their operational readiness to measure up to the new demands. re you about to step on a landmine? If you are involved in pharmaceutical product sample management and are not totally aware of and understand the recent and significant changes to the Prescription Drug Marketing Act (PDMA) scheduled to go into effect on Dec. 4, 2000, the question may not be as far-fetched as it seems. If you - and your vendors - are not prepared, you may soon find yourselves in front of a federal judge.

Steve Tarnoff and Gary Kowalski are managing partners of the Franklin Group Inc., 34 West Main Street. Suite 350 Somerville, NJ 08876. Tel. 908 707-9460 fax: 908 7079544, e-mail: fgi002@aol.com

The FDA regulations governing the distribution and accountability of drug samples are in place for obvious reasons. According to IMS America, in 1999 the pharmaceutical industry distributed \$6.7 billion worth of samples to physicians. This enormous volume presents ample opportunity for diversion and abuse. To combat the problem, the PDMA regulations, originally enacted in 1987, have undergone changes. The FDA has:

Redefined and provided clarification on existing regulations.

Defined new requirements and areas to be governed.

Established performance standards for all areas.

Additionally, in 1997, the FDA issued 21CFR (Code of Federal Regulations) Part 11, that establishes performance standards for all electronic applications involving product sampling activities.

The new regulations also place equal and shared responsibility on the

manufacturer, its employees - meaning you and its designated third party authorized distributors. The security systems designed by each to manage accountability must comply with the new regulations. They must be continually proactive in seeking out and reporting non-compliance, suspected diversion, or falsification to the FDA. To a large extent, these standards go beyond just the collection of data. The security systems must demonstrate a level of sensitivity capable of proactively detecting patterns of abuse across numerous areas of sampling. While manufacturers have never been able to abdicate liability to a third-party vendor, the new regulations now expand the scope of liability to independently include third-party vendors.

#### FACING THE CHALLENGE: HOW READY ARE YOU?

Most pharmaceutical companies have developed their own sample accountability security systems based on their interpretations of what the PDMA regulations originally had outlined. "However, because certain provisions were not considered mandatory and many of the regulatory issues remained undefined," says Steve Haynes, former special agent in charge in the FDA's Office of Criminal Investigations. "There was a general lack of federal regulatory attention to manufacturer compliance." This left room for continued diversion and abuse, and Haynes notes his experience with the FDA indicates "diversion is still a serious problem."

Haynes, who is now vice president of Olney, Md.-based Integrity Resource Group, Inc. said, "With the creation of the FDA's Office of Criminal Investigations in 1992, the FDA began to place a much stronger emphasis on investigating criminal violations of the PDMA. Prior to this development, whether because of agency priorities or inadequate staffing, there was not much legal enforcement in this area by the FDA." That's all changed. The FDA continues to devote significant resources to uncover and prosecute diversion. In 1999, there were 373 diversion and abuse convictions by the FDA, up from 244 in 1997 (see Chart 1, p. 112).

How does this affect your company?

The changes are substantial and will impact distribution and accountability practices for the sales force or any "rep centric" distribution system, common carrier programs (distribution of samples other than by sales representatives), corporate accountability, and security. They reach across all levels of a total accountability program (see Chart 2, p. 114), and the potential for non-compliance is significant.

One good example is in the area of sales force automation - the use of computers to document all aspects of sample distribution and accountability. Ironically, while sales force automation is clearly a more secure, efficient, and faster process for managing product sampling, it also presents a great opportunity for error and oversight. People often believe that, because there is an electronic (as opposed to paper) conduit to an independent third party file server, that the sales rep and corporate level security processes have been satisfied. But, as everyone knows, people make mistakes inputting information.

#### Chart 1

There is also a presumption that once the data is captured, replicated, processed, and stored, that the rest of the security and accountability process is implemented automatically as well. Often it is not. The use of electronics carries with it an additional responsibility for compliance to an extremely complex set of regulations as part of 21CFR Part 11, which governs all aspects electronic application, records, and signature

capturing. In view of the stringent enforcement that the FDA will be leveraging in this area, it is critical to be aware of the risks that automation can actually bring to your company's and your vendor's security systems.

"I thought you were doing that!"

Manufacturer's compliance and accountability departments are generally familiar with the new PDMA regulations. The question is whether these departments are responsible for accountability of samples distributed only by sales representatives, or if this responsibility extends to all activities regulated by the PDMA, including marketing programs (common carrier) that utilize product samples and other product delivery programs like physician personal use, patient assistance, etc.

Problems arise when sample accountability and marketing functions within a company are totally isolated from one another. Some product managers have mistakenly thought they are protected by an "accountability" department that "signs-off" on their promotional programs. In reality, that department may have no knowledge whatever of the promotional use of samples beyond or in addition to what the sales reps do. This separation of responsibilities can have serious consequences.

Confusion about responsibility also occurs between pharmaceutical sales and marketing groups and their vendors. Numerous fulfillment companies are often used simultaneously and across several brands within the same company to distribute product samples. Are you aware of all of the different programs in place within your company? Can you answer this question: "What did my organization give to Dr. Smith?" This means what samples did Dr. Smith receive from all of your programs.

According to the new provisions of PDMA, if an audit takes place the company must produce the information and documentation requested by the FDA within two working days. With multiple vendors and multiple marketing/sales individuals involved, it will be nearly impossible to satisfy this new reporting requirement unless the proper data integration processes are in place. What's more, the audits are not limited to the traditional blister-type sample packaging alone. They also include all distribution programs for stock bottles, personal use programs (for physicians), and fulfillment vendor-run distribution programs. This presents serious exposure to liability. In fact, if you cannot comply with the FDA demands for information within the allotted time, you could leave yourself fairly well exposed for additional FDA scrutiny and/or auditing. In the past there have even been fines for administrative non-compliance amounting to several hundreds of thousands of dollars.

#### The role of common carriers

Common carrier vendors play an increasingly important role in sample distribution and accountability. In fact, 95 percent of pharmaceutical manufacturers employ common carrier vendors to distribute product samples as an adjunct to distribution by their own sales forces. These firms help maximize the effectiveness of sampling and enhance product promotion. Considering the new FDA regulations, using a common carrier fulfillment company today goes well beyond its programming and distribution abilities. Now, more than ever, selection must also be based equally on the core competencies of the organization in meeting the new security and tracking processes involved. In view of the new regulations, the key for manufacturers will be to ensure that the vendors they select are totally knowledgeable and compliant with the new PDMA regulations.

Our firm has been asked occasionally by clients to conduct routine PDMA audits on common carrier vendors to ensure that the companies and their systems are PDMA compliant. One new type of system that we have reviewed involves providing physicians with a secure sample cabinet in their examining rooms. The company providing the cabinet also stocks it with products requested by physicians and its service representatives conduct monthly inventories to satisfy accountability requirements for the manufacturer.

We found that the sample package, which contains a limited sample dose, patient information, and a personalized prescription form, and the installation of the locked cabinet in the examining room, enhances security against abuse and possible drug diversion. The combination of these elements is unique in the industry. According to Jerry McMurtry, president of Medi-Promotions, one company that supplies this type of service, another major benefit to pharmaceutical companies is that the secure cabinets, sample configurations, and accountability processes built into the system are totally consistent with the new FDA requirements. He said, "It's important for manufacturers to know that the programs they implement through their vendors take these regulations into full consideration."

#### Chart 2

Jack Rubin, manager of sample accountability and medical needs at Roche Laboratories of Nutley, N.J., agrees. "There are some critical steps to take at the start of a vendor relationship to ensure that compliance problems don't arise that could jeopardize you, your company, and the vendor." "For example," he said, "a common carrier proposal may look attractive, but you need to know that all regulatory aspects of that recommendation have been designed by someone who is intimately knowledgeable about the PDMA. You cannot afford to work with a company that does not have someone in-house who is totally focused on those details." He also notes that the manufacturing company must have a dedicated system for tracking and reporting sample use and that they can proactively measure performance of these systems.

He stresses that companies must also be proactive in checking continuously for signs of sample diversion and abuse. "You must insist that your common carriers get proof of delivery for everything they leave at practitioners' offices."

#### Areas of FDA focus

According to Bob Melillo, counsel and executive director at Ventiv Health of Somerset, NJ., a contract sales organization, three main areas will have a significant effect on individuals in sales and on sample accountability. These include: State License Numbers. Under the old regulations companies typically validated their physician universe with Drug Enforcement Agency (DEA) numbers. As of Dec. 4, 2000, companies distributing pharmaceutical samples must validate the physician universe using state license numbers. It may be a challenge to obtain consistent, updated information from the 50 states.

Lot Number Tracking. In the past, companies have typically tracked sample distributions to physicians only at the product code level. The new regulations will require lot number tracking down to the physician level. Many companies will have to modify their current systems and enhance their capabilities to meet this requirement.

Security Audit Program. Organizations are now required to implement a more specific and comprehensive security and audit program. This program should utilize independent personnel to conduct random and for-cause audits.

Melillo said that companies that have not updated their own security and auditing systems could find compliance with the new regulations difficult. Even those who have been vigilant may find it challenging.

Look on the bright side

Despite the increase in regulations, there's a bright side. The new rules offer opportunities for richer data collection. According to Dave Carver, director of field representative services for Novartis of East Hanover, NJ., product managers, who want to spend their sampling budgets strategically and efficiently, covet the information retrieved from the sample accountability process. They use this valuable data to create and evaluate marketing and sales models. Now there will be more of it, because the new regulations ensure that data is captured to its fullest extent.

In today's environment, everyone involved in the product sampling decision-- making process is accountable for additional regulatory compliance and assumes liability for diversion. With this in mind, product managers must be conscious of numerous areas of exposure - some of which are new. Companies need to think about their common carrier fulfillment programs, sample accountability, and total fulfillment used to reach a physician.

The FDA will be asking questions about vendor audits, certification, and practices. Some 150 new investigators have been added recently to the Food and Drug Administration staff to help ensure that PDMA regulations are met. There will be a range of new issues to consider while assessing operational readiness for implementation and enforcement of the new PDMA and 21 CFR Part 11 regulations.

THIS IS THE FULL-TEXT. Copyright CPS Communications Aug 2000

COMPANY NAMES:

Food & Drug Administration (DUNS:13-818-2175 SIC:9400 NAICS:922190)

FDA (DUNS:13-818-2175 SIC:9400 NAICS:922190)

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Pharmaceutical industry; Regulatory agencies; Product testing; Performance standards; Changes; Statistical data

CLASSIFICATION CODES: 9190 (CN=United States); 4310 (CN=Regulation); 8641 (CN=Pharmaceuticals industry); 7500 (CN=Product planning & development); 5320 (CN=Quality control); 9140 (CN=Statistical data)

PRINT MEDIA ID: 23956



1/9/4

DIALOG(R) File 9:Business &amp; Industry(R)

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1421422 Supplier Number: 01421422 (THIS IS THE FULLTEXT)

**A way to high sales: packaging****(To give pharmaceutical products marketing edge over rivals, specialty firms develop sampling, packaging and other techniques)**

Med Ad News, v 15, n 3, p 6+

March 1996

DOCUMENT TYPE: Journal ISSN: 0745-0907 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2948

**ABSTRACT:**

In order to give pharmaceutical products a marketing edge over competitors, many specialty concerns have developed sampling, packaging, display and compliance techniques. Some of these companies include Concepts & Strategies Inc, Medi-Promotions Inc, Alpha Scrip Inc, Kerr Plastic Products Division, Phoenix Display & Packaging, Aprex Corp, MHA Communications Inc, and FMC Corp. Concepts & Strategies Inc has designed a program called RxCheck. This is a method by which starter samples are dispensed by the pharmacy and paid for by the manufacturer. This strategy combines a physician's prescription with a bank check in the amount of the sample's value. Several pharmaceutical concerns have used RxCheck to sample their products, including Abbott Laboratories for ProSom. Another sampling technique is sample and prescription all in one. Over eight pharmaceutical firms have used a new sampling system called MediScripts Starter, which was developed by Medi-Promotions Inc. The program provides physicians with prescription pads that include their letterhead and a preprinted sample quantity prescription. Alpha Scrip has combined the traditional method of product sampling with modern computer communication. Through AlphaNet, the company electronically processes pharmacy-dispensed drug samples over the Internet. The article provides additional information on the various marketing techniques being used by specialty companies for pharmaceutical products.

**TEXT:**

by Henry W. Singer

It's a jungle out there. In a highly competitive environment, technologically innovative packaging and marketing strategies are the only ways that products achieve a high level of success. Thousands of pharmaceutical products vie for the attention of consumers and physicians. Manufacturers must go the extra mile for customers to take notice. Jaded consumers and prescribers are often weary of product comparisons or claims. As a result, pharmaceutical markets are using the latest and most innovative strategies to attract the attention of consumers.

Dozens of specialty companies have developed sampling, packaging, display, and compliance techniques to give pharmaceutical products a marketing edge over the competition.

Among these companies are Concepts & Strategies Inc., Medi-Promotions Inc., Alpha Scrip Inc., Kerr Plastic Products Division, Phoenix Display and Packaging Inc., Aprex Corp., MHA Communications Inc., and FMC Corp.

It's an old bone of contention. Supplying physicians with samples of pharmaceuticals has been the mainstay of sales-force activity. No matter how expensive and sales ineffective the use of sample is.

As much as some pharmaceutical companies would like to stop the practice, none would want to tempt fate and have the competition emerge as the "really good guys" who never face a closed door when making a sales call.

Pharmacy-dispensed samples. Several years ago during sampling legislation threatened to rechannel drug sampling from the doctor's office of the pharmacy. The legislation did not pass, but several pharmaceutical marketers found alternative ways to make sample available. One of the alternative methods of dispensing samples is RxCheck, a method by which starter samples are dispensed by the pharmacy and paid for by the manufacturer. RxChecks is a program designed by Concepts & Strategies Inc. that combines a doctor's prescription with a bank check in the amount of the sample's value. Its producers say this is a better way to get a patient started on a medication regime. Instead of product samples, drug companies using RxCheck send doctors a prescription from that includes the bank check. On the same form, physicians may indicate the full prescription quantity for later refills at the regular pharmacy price.

The patient takes the RxCheck to a pharmacy where the prescription drug is dispensed by the pharmacist without charge to the patient. The bank check provides instant reimbursement to the pharmacist for the cost of the sampled product. RxCheck fees doctors of the need to monitor date-sensitive drug samples or to be aware of any product recall from a manufacturer. And it also allows pharmaceutical companies the ability to monitor drug samples from origin to outcome, offering valuable marketing data.

"This offers the drug company a complete microcosm of the drug-selling process," says Edmund F. Lindner, president of Concepts & Strategies. A number of pharmaceutical companies have used RxCheck to sample their products, including: Abbott Laboratories for ProSom; Ciba-Geigy Corp. for Lopressor, Hoechst Marion Roussel Inc. for Lasix; Lederle Laboratories for Maxzide, Minocin, Suprax, and Ziac; Pharmacia & Upjohn Inc. for Azulfidine; Warner-Lambert Co. for Benlylin and Centrax; and Zeneca Pharmaceuticals for Zestril.

Mr. Lindner says the overall effect of the RxCheck on brand sales is positive. He says the program generates new prescriptions and sales in relevant districts, regions, and nationally and the program can be tailored to fit the needs of any product in a marketing region.

Concepts & Strategies also has developed a program company officials describe as a "surrogate sales call," in which direct mail replaces company sales representatives in the sales process. Concepts & Strategies identifies active prospects within the universe of general target doctors and offers them a service program that appeals to them only. Through this technique, the low-interest and inactive doctors are eliminated. Subsequent expenditures can be concentrated on those doctors who are interested in the program. The service provides relevant practice-aid materials as well as literature and patient-aid materials. Officials say the program allows pharmaceutical companies to sell products to the "non-call doctor," which includes low prescribers, doctors who are not visited often enough because of geography, and specialists who often are beyond the reach of a sales force. This segment of prescribing physicians represents an untapped market. Through the surrogate sales call, Concepts & Strategies officials hope to fill that void by offering product information to hard-to-reach physicians. Whereas a company salesperson may be able to call on a doctor six times a year with no guarantee of positive results, the surrogate sales call allows doctors more

time, with less pressure, to make a decision about the use of certain products or treatment regimens. Included in the promotional package, mailed out up to 12 times annually, are all the materials physicians are accustomed to receiving from sales representatives, as well as an RxCheck book, if requested. "With the surrogate sales call, we try to analyze the ideal function of the detail representative then replace the representative with direct mail," Mr. Lindner says.

The surrogate sales call is inexpensive. An all-inclusive surrogate package costs about \$26 per year, per physician. In addition to price, the program offers physicians the option of requesting more information or declining an offer on a particular products. The surrogate sales call also offers doctors flexibility and gives them the time to decide what prescription products are most appropriate for their patients.

Sample and prescription all in one. More than eight pharmaceutical companies have used a new sampling-starter program. The new sampling system, called Medi-Scripts Starter, was developed by Medi-Promotions Inc. The product is based on a packaging concept that is designed to familiarize a doctor with a new drug.

Medi-Scripts Starter provides doctors with prescription pads that include their letterhead and a preprinted sample quantity prescription. This pad is included in the same box as samples left behind by a sales representative. The portion of the prescription requiring the physicians' instructions and signature is blank and would be completed when the doctor issues the sample.

Among the companies that agreed to use the program are Abbott Laboratories Inc., Bayer Corp., GenDerm Corp., Hoechst Marion Roussel, Eli Lilly and Co., TAP Pharmaceuticals Inc., American Home Products Corp., and Zeneca Pharmaceuticals.

By October 1995, more than 40,000 physicians had begun to receive new samples consisting of single patient packages containing both the medication and the doctor's prescription form.

Samples through the Internet. Alpha Script Inc. has combined the old practice of product sampling with modern computer communications. Through AlphaNet, the company is pioneering electronically processed pharmacy-dispensed drug samples via the Internet.

AlphaNet is a program designed by the company that offers pharmaceutical and medical product manufacturers an opportunity to get their messages to millions of potential users.

The AlphaNet system is the electronic equivalent to newspaper coupons. After receiving a prescription from their doctor, patients may want additional information. Alpha Script officials hope that those patients who can, will seek additional information on their disease or medical condition through the Internet.

The patients' search for medical information may lead them to news or medical sites within the World Wide Web or to one of the paid commercial computer services such as America Online or CompuServe. While gathering information on these electronic locations, a patient may also find AlphaNet coupons good for discounts or free samples to medication that their doctor has already prescribed. Patients could print out these electronic coupons through their computer and take them with their prescription to their local pharmacy of the free sample or discount.

AlphaNet, while innovative, has yet to attract the serious interest of major pharmaceutical manufacturers. Company officials hope to have a sample site operational by mid-1996. AlphaNet, according to the company, could be an invaluable marketing tool because it sets into motion a chain of events that instantly provides the sponsoring company with marketing data.

The data may include patient names, demographics, health conditions, and current medical regimens.

AlphaNet, according to its producers, provides users with "instant gratification." AlphaNet enables a company to measure the relative success of a promotional program and to track how many times a message is seen, how many people request additional information, and how many people actually use the product or service.

Making sure patients remember to take their medicine. Packaging innovation is needed the most for drugs taken by the elderly to make sure they take their medication and take it properly. Many patients are noncompliant because they forget. But innovation in this area is uncommon.

Unit-dose blister packs offer drug companies the ability to make sure patients take their medication properly, increasing patient compliance. Unit-dose blister packs, usually composed of clear plastic affixed to a rigid backing material through which an individual dose or pill is expelled. This pack can be printed with instructions or with a calendar to remind patients when to take their medicine. Blister packs are relatively easy to open and therefore would appeal to seniors. But these packages have not been widely used by companies.

Pharmacists are reluctant to include blister packs in their inventory because it would mean that drugs are ordered in both blister packs and in loose quantity. Duplicative ordering of the same product in two types of packages would complicate inventory control. Currently, unit-dose blister packs are used exclusively in the packaging of oral contraceptives. As a result, patients taking oral contraceptives are the most compliant of all prescription patients.

"I do not understand why drug companies have not jumped on the bandwagon," says Daniel Gerner, chairman of Healthcare Compliance Packaging Council and president of Packaging Coordinators Inc., a manufacturer of blister packages. "Compliance via unit-dose packaging could only add value to their products and help to set their products apart from the metoo competitors."

About 342 people die each day from not taking their heart medication properly. If the cardiovascular drugs were packaged in blister packs, which improve compliance, some of those lives could be saved. A sticker on a calendar can be a reminder. One of the most interesting innovations in packaging has come not in the human pharmaceutical product market, but in the area of animal health.

Ivers-Lee designed a calendar sticker for Ciba-Geigy's Program, a once-a-month treatment for flea control in dogs and cats. Pet owners put the sticker on a specific day of the month on their calendar to remind them to administer their pet's medication. While products in blister packs can remind patients about daily dosing, a sticker could be modified for use in reminding humans to take their medication, too.

"The patients have to be educated to look for the product that delivers to them the best drug," says Walter P. Miller III, account executive at Ivers-Lee Division, the product packaging unit of Becton Dickinson & Co. "Consumers can save with a generic bottle dispenser, but that will not be as effective as a (unit-dose compliance) blister pack."

Mr. Miller explains that packaging can be used to improve compliance and therefore can serve to increase levels of patient education and safe, proper, and effective use of a product. By improving the design of a product's package and clarifying labels, patients can be made to better understand the benefits or possible side effects of a drug.

Sometimes people cannot take their medicine because they physically cannot open the bottle. When Kerr Plastic Products Division developed an easy-grip cap for American Home Products' nonprescription analgesic Advil, the company may have tapped the future of the packaging market. Kerr was charged with designing a cap that could be easily opened by people with arthritis, who are major consumers of analgesics.

Senior citizens, one of the largest medication-taking population groups in the United States, are not looking for fancy, high-tech gadgets. Seniors want simple product packages that are easy to open. The elderly are not willing nor are they interested in trying to open child-protective packaging.

Because many patients are not compliant as a result of poor delivery systems, namely tablets that are too large to swallow, FMC Corp.'s pharmaceutical division has developed a chewable dosing method that could be used to manufacture analgesics, antacids, antibiotics, and cough and cold medications.

The product, known as Avicel is chemically comprised of microcrystalline cellulose. FMC recently introduced a new formulation of the product called Avicel CE-15.

The company's scientists added guar gum to the formulation. The reformulated product results in a creamier feeling in the mouth, with less grittiness. The improvement in palatability can have a beneficial effect because patients are less likely to be noncompliant if they like the taste of their medication.

Compliance via telemedicine. To promote and encourage patient compliance, Aprax Corp. is using the telephone system to monitor patients. Through a program that the company has named Dosing Partners patients can for the first time electronically monitor their medication-taking.

Because patient noncompliance is the biggest cause of failing to take prescription drugs, and in the United States results in more than 10% of hospital admissions and 23% of nursing home admissions, Dosing Partners is designed to make sure patients take their medication when they are supposed to. This program demonstrates how the emerging field of telemedicine can assist patients with their medication-taking in their privacy and comfort of their home.

Patients enrolled in Dosing Partners receive a starter kit that contains a pill bottle with a special cap, called the SmartCap. The cap can tell patients how many times each day a bottle has been opened and how long it has been since it was last opened. SmartCap also can beep when it is time for patients to take their medication.

The cap electronically stores all dosing data at the end of each day. When

a patient's daily dosing regimen is complete the patient places SmartCap on a modem device called Homelink. The data are transmitted to Apex by the telephone lines. If Dosing Partner's staff monitors notice a problem with a patient's dosing activity, a telephone call is made to the patients to remind them to take their medication daily.

MHA Communications Inc. also is working in the field of telemedicine. MHA developed a product called Interactive Pharmaceutical Phone Card that may be supplied to physicians and can be given to patients with their prescription. Through a coding system, MHA is able to link the physician, the prescription, and the patient in a confidential information loop to track compliance, physician prescription practices, and patient perception of therapy.

Pharmaceutical companies can create any type of database they choose with the information collected.

The interactive phone card works by rewarding patients with free telephone long distance time every time they call an 800 number to renew a prescription.

The average cost to the program sponsor, usually the drug manufacturer, is about \$1.90 per patient per renewal. The pharmaceutical company incurs no expense until the prescription is filled.

Making sure consumers see the medicine. Attracting the attention of consumers wandering through pharmacies or down the aisles of huge discount stores is another challenge marketers face. Often they turn to companies like Phoenix Display and Packaging Corp. Phoenix designs in-store displays that usually stand upright among dozens of comparable products. Manufacturers reason the eye-catching displays generate attention to a product.

The drawback is that this type of in-store promotion can be costly.

In an attempt to make the process more efficient, Phoenix has developed a computer system that allows product managers to conceive of a display and see it in an aisle of a pharmacy or discount store before the first display is even manufactured.

Through the use of computer imaging systems, designers at Phoenix can create a product display and superimpose that visual mock-up into a photograph depicting the setting of a particular location, like an aisle in a Wal-Mart or Thrift Drug. The result of Phoenix's process is the best use of in-store promotional space possible, with the least amount of cost to promoters.

The use of technologically innovative design tactics afford directors of sales and marketing campaigns the ability to see a virtual presentation of an idea that could be reviewed by superiors before final approval is granted.

Phoenix has designed an interactive "Answer Center" where consumers are asked a series of questions about their symptoms.

Their responses are recorded via a keypad. When the consumer is finished in putting information, a small computer recommends the most appropriate product, based on the would-be patient's symptoms.

"The more evolved the (display) of a product, the higher sales will be," says William F. Galloway III, director of strategic marketing at Phoenix.

"The more a company can use technology, the better the display will be and the lower the cost. As more technology comes to bear, this type of sophisticated display will become easier to use and more commonplace."

While many pharmaceutical companies are working to give products a technological or strategic edge, those within the industry warn that advances must be metered by the need for innovation and by the budgetary constraints of a total promotional program.

Companies easily can be tempted by sophisticated, and very expensive, interactive marketing and promotional software, for example.

"(Companies can create) something that is so gimmicky that consumers are going to look at it, but are not going to buy it," Mr. Galloway says. "If a company has provided consumers with amusement, but that does not result in a sale, then the (technique) is a waste of money. The use of all the bells and whistles must be kept in proportion to the total budget of a product. (Pharmaceutical marketers) have to know when enough is enough."

Although the potential for creative marketing techniques are infinite, any innovation must serve a purpose.

"The sky is the limit and innovation is only limited by the marketers imagination," Mr. Lindner says. "But, innovation has got to be functional to the physician and to the patient."

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COMPANY NAMES: ALPHA SCRIP INC; APREX CORP; CONCEPTS & STRATEGIES INC; FMC CORP; KERR PLASTICS; MEDI-PROMOTIONS INC; MHA COMMUNICATIONS INC; PHOENIX DISPLAY & PACKAGING

INDUSTRY NAMES: Business services; Pharmaceutical; Professional management services

PRODUCT NAMES: Drugs (283000); Management consulting services (874200)

CONCEPT TERMS: All product and service information; Product introduction

MARKETING TERMS: All general; All product marketing; Professional advertising; Sampling

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

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DIALOG(R) File 15:ABI/Inform(R)

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01273939 99-23335

**1996 alternative media review**

Anonymous

Medical Marketing & Media v31n6 PP: 62-85 Jun 1996 CODEN: MMKMBX ISSN:  
0025-7354 JRNL CODE: MMM

DOC TYPE: Journal article LANGUAGE: English LENGTH: 19 Pages

WORD COUNT: 11214

**ABSTRACT:** Extracted from the Health Marketing Buyer's Guide, descriptions and audience coverage for over 100 alternative media available to the healthcare and pharmaceutical industries are presented.

**TEXT:** The number and type of alternative media continue to proliferate. Internet services have exploded onto the communications scene in various forms, and have entered the fray for promotional dollars, joining more established vehicles, such as audio, video, desktop, broadcast fax, telecommunications, cooperative mail, and a host of other products.

According to the 1995 HCI Medical Promotion Audit (MPA), total spending for the alternative media they report dropped by roughly 36 percent, and accounted for 12 percent of total promotion to healthcare professionals. However, this decline was primarily a result of the demise of MNN and American Medical Television. Spending for products tracked in both 1994 and 1995 increased a healthy 13 percent. Many new products only emerged in late 1995 and, hence, weren't reported in that audit.

To provide our readers with a convenient single-source reference to these media, Medical Marketing & Media has extracted descriptions and audience coverage for over 100 of these media from the Health Marketing Buyer's Guide and reported them on the pages that follow. Please be advised, however, that the information reported is current as of May 1st, and given the rapidly evolving nature of the market, changes may have taken place since that time. To allow faster access and reporting of such data, this information will be available in the near future on the Internet through CPSNet ([www.cpsnet.com](http://www.cpsnet.com)). For information, call CPS Communications at 561-368-9301.

**\* The Abstract-a-Card System**

Published by: Physicians Postgraduate Press, Inc.

P.O. Box 240008  
Memphis, TN 38124

Tel: 901-682-1001/Fax: 901-682-6992

**Description:** A unique desktop interactive medium which includes abstracts from medical literature in a particular specialty. This system includes a file box, file cards, and a quarterly publication. There is advertising for the sponsor on the file box, on each file card, and in the publication. The system is available for every medical specialty.

**\* Access Direct Action Cards**

Published by: Access Publishing Co.



1301 W. Park Avenue

Ocean, NJ 07712

Tel: 800-458-0990, 908-493-8811

Fax: 908-493-9713

Description: Loose bound decks of business reply cards individually targeted to 14 medical specialties. Access publishes card decks to anesthesiology, cardiology, chiropractic, gastroenterology, general surgery, ob/gyn, ophthalmology, orthopedics, pediatrics, physical therapy, podiatry, primary care physicians, radiology, and urology.

#### CIRCULATION

Circulation parameters: Anesthesiology -- 33,809; cardiology -- 27,533; chiropractic -- 38,200; gastroenterology -- 15,660; ob/gyn -- 39,814; ophthalmology -- 16,200; orthopedics -- 17,477; pediatrics -- 28,716; physical therapy -- 29,443; physicians -- 100,000; podiatry -- 14,531; radiology -- 38,081; surgery -- 16,749; urology -- 9,877.

\* Alpha-Net

Produced by: Alpha-Net

6560 N. Scottsdale Road, Suite G-216

Scottsdale, AZ 85253

Tel: 602-998-2225/Fax: 602-998-1119

Description: Uses the resources of the Internet, online services, wide-area fax, and electronic mail to provide complete use of electronic media. Provides clients with direct contact to consumers, physicians and pharmacists, all with immediate feedback, including Electronic Scrip which allows real-time request and fulfillment of samples, saving certificates, information and more.

#### CIRCULATION

Circulation parameters: Physicians, pharmacists, consumers/patients, allied health professionals.

\* Alpha Scrip, Inc.

Produced by: Alpha Scrip, Inc.

6560 N. Scottsdale Road, Suite G-216

Scottsdale, AZ 85253

Tel: 602-998-2225/Fax: 602-998-1119

e-mail: rkennedy(at)alphascrip.com

Description: Certificates for free or discounted prescription to physicians by sponsoring pharmaceutical companies. Physicians in turn give them to appropriate patients, entitling patients to receive starter supplies (samples) free or at a reduced price at pharmacies. Pharmacies may file their claim with Alpha Scrip online or by mail; Alpha Scrip then makes payment to the pharmacy on behalf of the sponsoring pharmaceutical company.

## CIRCULATION

Circulation parameters: Physicians, dentists, physician assistants, and pharmacies.

\* American Medical Association Multimedia Group

Produced by: American Medical Association

515 N. State Street  
Chicago, IL 60610

Tel: 312-464-2585/Fax: 312-464-4190

e-mail: [daniel\(mjolsness@ama-assn.org\)](mailto:daniel(mjolsness@ama-assn.org))

Internet: <http://www.ama-assn.org>

Description: Topic specific web sites supported by educational grants featuring peer-reviewed clinical studies and abstracts for physicians and other healthcare professionals, patient education materials, and support groups online. Educational materials in print, video, audio, CD-ROM, and other formats.

\* America Health Network

Produced by: America's Health Network

1000 Universal Studios Plaza

Building 22A, Orlando, FL 32819  
Tel: 407-224-8555/Fax: 407-224-6820

Description: Americas Health Network is the only television network for around-the-clock health and medical information. Twenty-four hours a day, seven days a week, America's Health Network's physicians and other medical professionals -- supported by the world-renowned Mayo Clinic -- provide highly-visualized answers to viewers' most pressing questions. Eight, live Ask the Doctor series cover family medicine, obstetrics/gynecology, pediatrics, family therapy, diet/nutrition, sports medicine, veterinary medicine, and other clinical areas of substantial viewer interest.

\* AUA Video Digest

Produced by: Williams & Wilkins

351 W. Camden Street

Baltimore, MD 21201

Tel: 410-528-4068/Fax: 410-528-4452

Description: AUA Video Digest is a series of 60-minute videotaped programs issued four times a year. Each issue contains five peer-reviewed segments highlighting the latest state-of-the-art surgical/diagnostic procedures in the field of urology.

\* Better Health Network

Produced by: A CNN Programming Service

4950 W. Kennedy, Suite 200

Tampa, FL 33609

Tel: 813-281-8775/Fax: 813-281-8923

Description: A place-based preventive health television network airing in medical waiting rooms nationwide. Programming is produced by CNN's Health Unit in conjunction with BHN's Medical Advisory Board. The one-hour program loops throughout the day during patient hours and is designed to entertain while it educates, and is changed monthly. Viewing equipment and programming are free to qualifying physicians and is advertiser supported.

\* CASHAREX

Produced by: Concepts & Strategies, Inc.

2 Hazelnut Road, Westport, CT 06880

Tel: 203-227-4903/Fax: 203-226-3537

Description: A prescribing-incentive program. Doctors receive combination checkbooks containing prescription forms for a specified product, with attached bank checks payable to pharmacists in reimbursement of discount to the patient.

#### CIRCULATION

Audience coverage: All physicians or as directed by client. Distribution of checkbooks by client's sales force or in the course of a special interactive direct-mail program -- client's option.

Audience coverage: Call doctors and non-call doctors; any product-relevant specialty.

\* Clinical Laboratory MarketPlace

Published by: The MarketPlace Group, Inc.

89 Access Road

Norwood, MA 02062

Tel: 617-762-6600/Fax: 617-762-1300

Description: Such topics as blood handling, applications of new technologies, legislative/regulatory developments, and infectious disease appear as feature cover stories. Editorial is written by top MD and PhD clinical experts.

#### CIRCULATION

Total circulation: 50,596

Circulation parameters: Lab directors --11,212; pathologists -- 1,873; chief medical technologists -- 7,316; clinical chemists -- 1,715; lab managers -- 17,611; heads of blood banks -- 1,322; heads of chemistry -- 2,919; heads of hematology -- 2,063; heads of histology -- 1,401; heads of microbiology -- 3,164.

\* CliniForms, Inc.

Produced by: CliniForms, Inc., a division of MediMedia, USA, Inc.

373 Park Avenue South

6th Floor

New York, NY 10016

Tel: 212-779-8300/Fax: 212-779-3544

625 N. Michigan Avenue

Chicago, IL 60611

Tel: 312-751-3462/Fax: 312-266-0809

Description: CliniForms are patient record charts with an area reserved for a product message. Provided free to high prescribing physicians. Advertisers can target any physician in the database, across all specialties, using their own data or IMS' Xponent(TM) data. Advertisers can customize exposure frequency and ad message. Customized managed care messages are part of the standard service, allowing advertisers to alert physicians to specific formulary status. Promotrade(TM) studies prove ROI with CliniForms.

#### CIRCULATION

Audience coverage: 79,000 physicians.

\* Complimentary Prescription Service

Produced by: Complimentary Prescription Service, a subsidiary of PPS medical marketing group, Inc.

264 Passaic Avenue

Fairfield, NJ 07004-2595

Tel: 201-575-4400, 800-732-8420 Fax: 201-575-4408

e-mail: ppsmed(at)aol.com

Description: Patient savings certificates distributed to physicians by pharmaceutical sales representatives or direct mail. The certificates offer discounts, rebates or free initial medication to patients when presented at pharmacies along with their doctor's prescriptions for the products specified. CPS programs are a cost efficient alternative to drug sampling programs and are in full compliance with the PDMA. Complete monthly reports included. Direct-to-patient rebate programs available.

#### CIRCULATION

Audience coverage: Physician audiences are selected by the clients based on the specialty(ies) usage of the product being promoted on the certificate. Programs cover a wide range of product therapeutic categories and physician specialties.

\* Convention Insider

Publisher: Convention Insider

8 Windsor Lane, Cos Cob, CT 06807

Tel: 203-661-3314/Fax: 203-661-5088

Description: A multi-media program marketed on an exclusive basis by specialty. Distributed to professionals in advance of their association's annual meeting, it consists of an audiocassette with interviews and educational opportunities at the meeting on one side and sights of the city on the other. Included is a "Pocket Tour" print version of the information on the audiocassette.

\* Custom Direct

Produced by: Health Care Marketing Services, Inc.

95 First Street, Suite 200, P.O. Box AP

Los Altos, CA 94023

Tel: 415-941-3955/Fax: 415-941-2303

Description: Customized mail programs tailored to individual goals and requirements. Programs allow flexibility in list selection, message format, envelope design, postal class, and mail date. Available in standard formats as well as unique mailings created to customers' specifications.

CIRCULATION

Audience coverage: All healthcare professionals. Targeting available by specialty, demographic or geographic selections, or customers' own lists.

\* Dermatology Power-Pak

Produced by: Power-Pak(R) Communications, Inc.

4940 Northdale Boulevard

Tampa, FL 33624

Tel: 813-269-6900/Fax: 813-269-6935

Description: Provides educational CME programs through the use of various accepted educational techniques and modalities through cooperative and solo direct mail. Other services available include Power-Fax, Power Video, telemarketing, sample fulfillment, and consumer promotions.

CIRCULATION

Total circulation: 8,739

Circulation parameters: Administration -- 87; hospital based -- 1,310; office based -- 6,985; teaching -- 90; other -- 267.

\* Diagnosis Direct

Produced by: PMSI Bugamor, Inc.

36 W. 44th Street, Suite 1412

New York, NY 10036

Tel: 212-840-8480/Fax: 212-840-9550

e-mail: pmsiusa(at)msn.com

Description: An interactive computer program that presents case studies for physicians to investigate, diagnose, and treat. The program is fully interactive and allows physicians to experience a case from initial patient interview through physical examination, lab and imaging studies, presumptive and final diagnoses, and therapeutic choices. The program is compatible with all Windows(TM)-based computers.

#### CIRCULATION

Audience coverage: All programs are single-sponsored; distribution and audience coverage is sponsor dependent.

\* Drug InfoNet

Published by: Drug InfoNet

Taylor Road, Jamesville, NY 13078

Tel: 315-498-5462/Fax: 315-492-1740

e-mail: webmaster(at)druginfo.net.com/

Description: Interactive World Wide Web site featuring product and disease information, "Ask the Experts" forums, and educational materials free to millions on Internet users worldwide. Provides promotional opportunities to reach specific, targeted healthcare audiences. In the age of informed decision-making, consumers and professionals search for and find the knowledge to make intelligent healthcare decisions through Drug InfoNet.

\* 800 News

Produced by: RSi Communications

690 Kinderkamack Road

Oradell, NJ 07649

Tel: 201-599-1500/Fax: 201-599-1596

e-mail: mednews(at)ios.com

Description: A radio-style news service aimed at specific segments of the physician market -- ob/gyn, internist, urologist, family practitioner, etc., depending on the sponsor's needs. A series of six-minute news programs are produced for each market, usually focusing on a major medical convention, and containing a one-minute product message from a single sponsor. Programs are on-line 24 hours a day, seven days a week, and can be accessed from any telephone in the United States. 800 News also provides audiocassettes and cassette players for physicians to listen to in their cars while driving to work; these compress the highlights of a four- or five-day medical meeting into a 20- to 45-minute tape and are single-sponsored.

\* Executive Managed Care Directory

Published by: Medicom International, Inc.

66 Palmer Avenue, Suite 49

Bronxville, NY 10708

Tel: 914-337-7878/Fax: 914-337-5023

Description: A single-source, desktop directory for managed care professionals and corporate benefit managers giving information on managed care providers and suppliers as well as pharmacy information. The directory includes names, addresses, and telephone numbers of over 500 HMOs and 500 PPOs, listings of healthcare consultants, mental healthcare service suppliers, pharmacy benefit managers, third-party administrators, healthcare attorneys, management information system vendors, mail-service pharmacy suppliers, individual managed care departments of the pharmaceutical manufacturing companies, a drug list of over 700 commonly prescribed medications, a directory of important meetings and events, and a glossary of terms and acronyms.

#### CIRCULATION

Total circulation: 21,500

Circulation parameters: HMO/ PPO administrators, presidents, CEOs, marketing sales directors, financial directors, medical directors/MDs, pharmacists, military & government health service -- 5,100; pharmacists -- 6,000; chief & staff pharmacists in hospitals -- 4,300; corporate benefit managers -- 1,100; individual subscriptions -- 5,000.

\* Fact-Pak For the Pharmacist

Produced by: Mar-Tech International L.L.P.

P.O. Box 4867, Oak Brook, IL 60522

Tel: 630-889-1124/Fax: 630-889-1125

Description: FactPak is a monthly co-op mailing with editorial -- FACTPAK NEWS, that allows marketers to distribute promotional literature by name to the influential pharmacy audience.

#### CIRCULATION

Total circulation: 107,479

Audience: FactPak reaches 88% of the registered pharmacists by name at independent chain, hospital, and extended care pharmacies. FactPak is mailed to selected segments of the American Druggist circulation list.

\* Family Medicine Television Network (FMTN)

Produced by: Interactive Medical Networks, a division of Westcott Comm., Inc.

21 Dupont Circle, Suite 400

Washington, DC 20036

Tel: 202-833-4546/Fax: 202-833-4578

Description: Developed in conjunction with the AFPRD, FMTN delivers accredited live and interactive monthly programs via satellite targeting family physicians in 200 family practitioner residency programs nationwide. FMTN services include accreditation, full production, marketing, audience

measurement and video tape distribution. Faculty is comprised of nationally and internationally recognized experts. The IMN Group is an accredited provider of CME, specializing in development and delivery of targeted educational programs via dedicated satellite television networks. The Family Medicine Television Network (FMTN) produces live and interactive broadcasts capturing a national audience.

\* Fax/alert

Produced by: Health Care Marketing Services, Inc.

35 First Street, Suite 200, P.O. Box AP

Los Altos, CA 94023

Tel: 415-941-3955/Fax: 415-941-2303

Description: A broadcast fax service providing immediate access to over 400,000 physicians and pharmacies with all fax numbers telephone verified. Customers can also use the service to fax to their own broadcast lists. 100% marketplace coverage is guaranteed. Nonconnects and locations without faxes receive message via first class mail. Recipients can respond via business reply fax. Especially suitable for product launches, recalls, FDA-mandated communications, and CME messages. Provides tips to design message layout for maximum fax impact.

#### CIRCULATION

Audience: Over 400,000 phone-verified fax numbers for physicians and pharmacies. Geographic and specialty selections available.

\* First DataBank Blue Book

Published by: Hearst Business Publishing

1790 Broadway, New York, NY 10019

Tel: 212-969-7500/Fax: 212-969-7564

Description: A comprehensive annual reference guide for pharmacists. It contains direct, wholesale, and BaseLine prices, ranks the top 200 prescription drugs, breaks out medications by therapeutic category, and includes often-referred-to manufacturer and industry listings.

\* FORMEDIC Patient Record Forms

Produced by: FORMEDIC Communications Ltd.

12-D World's Fair Drive

Somerset, NJ 08873

Tel: 908-469-7031/Fax: 908-469-1173

Description: Advertiser supported Patient Record Forms are provided to physicians (office-based) at no cost and upon request only. FORMEDIC offer Disease Management Module (DMMs) consisting of Algorithm protocols and other patient record keeping tools to assist physicians in the management of diseases. FORMEDIC forms are in use by over 120,000 physicians in the management of Asthma, Hypertension, Diabetes, Women's Health, and 23 other



DMMS. Ad messages on the forms will be seen by physicians when they are making therapy decisions for product's indication.

#### CIRCULATION

Audience coverage: Formedic currently services 125,000 physicians in over 22 specialties. Physician fulfillment is by request only.

\* GeoMedica

Produced by: Reuters Health Information Services Inc.

Worldwide Plaza, 825 Eighth Avenue, 31st Floor, New York, NY 10019

Tel: 212-474-6000/Fax: 212-474-6300

Internet: <http://www.reutershealth.com>

Description: An interactive information, communication and medical education system designed to electronically link physicians to hospitals, reference laboratories, other physicians, physician organizations, and managed care organizations.

#### CIRCULATION

Audience coverage: Primary care physicians.

\* Health & Sciences Television Network

Produced by: Westcott Communications

1303 Marsh Lane, Carrollton, TX 75006

Tel: 800-942-4786/Fax: 214-716-5202

Description: HSTN (Health & Sciences Television Network) delivers training, news and information via satellite, directly to the client's facility, in a real-time perspective, where it is needed most. HSTN is a turnkey method of training, education, news and information that offers hospitals more programming for the dollar, regardless of size or location. HSTN brings together health facilities throughout the country and pools their resources as they share in the network's multimillion dollar training/education budget.

\* Healthcare Information Programs

Produced by: The McGraw-Hill Companies, Inc.  
4530 W. 77th Street

Minneapolis, MN 55435

Tel: 612-832-7891/Fax: 612-835-3460

Description: Packagers of clinical, patient education, and consumer health information in all media. Specialize in producing health communications programs for pharmaceutical companies, emphasizing the educational needs of primary care physicians and their patients.

\* HealthLink Communications Inc.

Published by: HealthLink Communications Inc.

127 W. 24th Street, 6th Floor

New York, NY 10011

Tel: 800-222-3993

Internet: <http://www.greenlight.ca/healthlink/>

Description: CD-ROM; video journals, live satellite videoconferences via customized networks.

\* Health-Link USA

Produced by: Health-Link USA, Inc.

270 Pascack Road

Woodcliff Lake, NJ 07675

Tel: 201-391-6306, 201-391-8851 Fax: 201-307-9348

Internet: <http://www.health-net.com> <http://www.familyinternet.com>

Description: Provides short national health radio programming with real-time audio on disease-specific web sites. Consists of over 360 radio stations broadcasting health vignettes and 21 medical/consumer web subsites that will carry each health vignette broadcast in real time for one full week. Also health/medical information content provider and marketing consultant for "familyinternet" and "health-net," a major mall-type web site with 47 subsites providing family interest publications, pediatrics, and general interest medical disease management programs.

\* IN\$TAPAY

Produced by: IN\$TAPAY

9428 Baymeadows Road Suite 250

Jacksonville, FL 32256

Tel: 904-739-7318/Fax: 904-733-9912

Description: A direct-mail product discount "prebate" program that reaches any target audience desired with a personalized check. The cash incentive represents product discount offers for pharmacies' commitment to place an immediate order for the product. In\$tapay then processes checks and issues turnover orders to the wholesaler. Weekly itemized reports are provided. Other services include check-incentive promotions, such as rebates, product/service surveys, tradeshow incentives, telemarketing, and sales incentive checks. Maintains and guarantees 99% accuracy on its database of 28,000 independent retail pharmacies nationwide.

CIRCULATION

Audience coverage: 28,000 independent retail pharmacies nationwide or any target list provided (all or portion).

\* Interactive Medical Networks

Produced by: Interactive Medical Networks, a division of Westcott Communications, Inc.

21 Dupont Circle, Suite 400

Washington, DC 20036

Tel: 202-833-4546/Fax: 202-833-4578

Description: The IMN Group, an accredited provider of CME, specializes in development and delivery of targeted education programs via dedicated satellite television networks. PsychLINK and Family Medicine Television Network (FMTN) are live and interactive broadcasts, capturing a national audience. IMN services include accreditation, production, marketing, audience measurement, and video tape distribution.

\* Interactive Patient Information/ Assessment System

Published by: Physicians' PostGraduate Press, Inc.

P.O. Box 752870

Memphis, TN 38175-2870

Tel: 901-751-3800/Fax: 901-751-3444

Description: Designed to help the patient understand his/her illness. Through a file-folder presentation, the patient learns about the illness, then has an opportunity to provide important information to the physician to facilitate treatment.

\* Keller Broadcasting

Produced by: Keller Broadcasting

8803 Wainwright Road

Glenside, PA 19038

Tel: 215-233-5401/Fax: 215-233-5402

Description: Produces tightly edited medical programming on audiocassette, videotape, and radio under grants from sponsoring companies and professional societies. Programs consist of material from medical meetings, symposia, panel discussions, special events, one-on-one interviews, and phone interviews. Uses include product promotion, professional education/information, patient information, and sales staff information and training. Provides complete design, packaging, and fulfillment services. Produces computer-based training programs, and provides newsroom staffing and press release services. CME and other professional education accreditations are available.

\* LaserRx Script Pads

Produced by: PPS medical marketing group, Inc.

264 Passaic Avenue

Fairfield, NJ 07004-2595

Tel: 201-575-4400, 800-732-8420 Fax: 201-575-4408

e-mail: ppsmed(at)aol.com

Description: Personalized, preprinted script pad programs that image the physicians' handwriting on reproductions of their own personal Rx pad.

Computer imaging and high-quality laser printing are used to customize Rx forms for specific products. Reproductions of handwriting can include dosage, quantity, refills, DAW, and patient instructions on multicolored or safety paper. The programs create unique sales representative/physician interaction at the product level. Reports track activity by physician, representative, district, region, and total program on a monthly basis.

#### CIRCULATION

Audience coverage: Can be from in-house call lists and/or merged-purged with targeted or other universes from AMA/AOA Masterfile. Programs cover a wide range of product therapeutic categories and physician specialties.

\* Litera

Publisher: PMSI Bugamor, Inc.

36 W. 44th Street Suite 1412  
New York, NY 10036

Tel: 212-840-8480/Fax: 212-840-9550

e-mail: pmsiusa(at)msn.com

Description: A user-friendly, focused abstract delivery program for MS-DOS, Windows, or Macintosh computer platforms, available quarterly on floppy disk. On-line. 24-hour full article service is also available.

#### CIRCULATION

Audience coverage: All programs are single-sponsored; distribution and audience coverage are sponsor dependent.

\* MATRIXX Marketing Inc.

Produced by: Matrixx Marketing, Inc., a Cincinnati Bell Company

4600 Montgomery Road

Cincinnati, OH 45212

Tel: 513-366-2431/Fax: 513-841-9966

Description: Worldwide leader of integrated telemarketing services offering customized telephone solutions in the areas of direct-to-consumer (DTC) 1-800#, compliance/loyalty, clinical trial/ patient recruitment, business-business sales, and full service marketing research programs for the pharmaceutical/healthcare industry. Matrixx's pharmaceutical knowledge is based on 15 years of industry experience supporting manufacturers of Rx and OTC drugs, durable medical equipment, diagnostic products, MCOs and hospitals. A motivated and well-trained work force with state-of-the-art computer and pharmaceutical/ healthcare works to meet marketers' needs.

#### CIRCULATION

Market served: Consumer markets, retail pharmacies, hospitals, laboratories, nursing homes, wholesalers, and medical professionals.

\* McGraw-Hill Library of Patient Notes

Published by: The McGraw-Hill Companies

4530 W. 77th Street  
Edina, MN 55435

Tel: 612-835-3222, 612-832-7868 Fax: 612-835-3460

e-mail: ccrogers(at)aol.com, mchill(at)mill2.millcomm.com

Description: A patient education service that enhances a company's detailing efforts and complements its journal advertising. These well-designed patient education materials are provided in pad form and enjoy the recognition and credibility of McGraw-Hill's medical journals -- The Physician and Sportsmedicine, Postgraduate Medicine, and Hospital Practice.

#### CIRCULATION

Audience coverage: Sponsor specifies distribution.

\* McGraw-Hill Medical Publishing

Published by: McGraw-Hill Medical Publishing

1221 Avenue of the Americas, 28th Floor  
New York, NY 10020-1095

Tel: 212-512-3943/Fax: 212-512-2252

Description: Publishes a wide variety of medical textbooks, handbooks, and board review study guides to be used for premiums and door openers. Publishes titles for the managed care market, patient education information, sales training materials, and a custom publishing division.

\* M.D./alert

Produced by: Health Care Marketing Services, Inc.

95 First Street, Suite 200, P.O. Box AP

Los Altos, CA 94023

Tel: 800-4-MAILING, 415-941-3955 Fax: 415-941-2303

Description: A direct mail program delivered 12 times a year to GPs, FPs, IMs, DOs and six times a year to PDs, OB-GYNs, CDs, Derms, physician assistants, nurse practitioners, and diabetes educators.

#### CIRCULATION

Circulation parameters: Primary care (includes GP, FP, DO) --Est. 65,000; internal medicine -- Est. 52,000; obstetrics/gynecology -- Est. 31,000; pediatrics -- Est. 28,000; cardiology -- Est. 12,500; dermatology -- Est. 6,500.

\* Medical Economics Audio Briefs

Produced by: Medical Economics

Five Paragon Drive, Montvale, NJ 07645

Tel: 800-223-0581, 201-358-7300 Fax: 201-573-0867

e-mail: medecon(underline)magazine(at)medec.com

Description: Custom-written and professionally produced programs that use the power of broadcast journalism to bring to life key subjects of professional and personal interest to physicians. The best-read articles from the editors of Medical Economics magazine provide source material to produce 30-minute cassettes about physician practice management, personal finance, and legal aspects of medicine. Programs present physicians with useful tips on tax preparation, avoiding malpractice suits, marketing a practice, managed-care plans, doctor-patient relations, and major developments in healthcare outside the United States.

#### CIRCULATION

Audience coverage: Full range of office- and hospital-based physicians, selected by sponsors. Coverage exclusive for each program.

\* Medical Economics Magazine "Live"

Produced by: Medical Economics

Five Paragon Drive, Montvale, NJ 07645

Tel: 201-358-7300, 800-223-0581 Fax: 201-35-7252

e-mail: medecon(underline)magazine(at)medec.com

Description: Medical Economics magazine now goes "live" to its readers through a series of panel discussion seminars. Led by one of the magazine's senior editors and featuring experts hand-picked to cover topics of the highest interest to the audience. Seminars provide source material to produce single-sponsored monographs, audiocassettes, videotapes, and other alternative media products. The seminar programs present physicians with guidance on practice management, practice and personal finance, health policy, and professional activities. Corporate sponsorships are welcomed.

\* Medical Economics Specialty Editions

Published by: Medical Economics

Five Paragon Drive, Montvale, NJ 07645

Tel: 800-223-0581, 201-358-7200 Fax: 201-573-8979

e-mail: medecon(underline)magazine(at)medec.com

Description: Original articles to help physicians from selected specialties manage all nonclinical aspects of medical practice, including relations with patients, staff, and colleagues, professional liability, personal finance, and stories doctors want to share with each other. Analyzes the challenges of the 90s: healthcare reform, growth of managed care, acquisition and merger of practices, and strategies for the marketplace. Also a forum of physician opinion on health policy and other concerns.

\* The Medical Phone Company

Produced by: The Medical Phone Co.

Dublin Hall Suite 300, 1777 Sentry Parkway West

Blue Bell, PA 19422

Tel: 800-866-8672/Fax: 215-643-7000

Description: Telephone detailing to all physicians, nurses, and other healthcare delivery specialists. Pharmacy stocking programs for chains and independents. Sales and marketing program development. Formulary compliance programs. Patient compliance programs. Professional and educational meeting recruitment. Relational database creation and management. Product sampling and lead generation programs. Live operator and automated inbound 800-number consumer affairs programs. Direct mail, fax, and customized, personal letter follow-up.

CIRCULATION

Audience coverage: Physicians, nurses, hospital and retail pharmacists, dentists, veterinarians, clinics, long-term care facilities, patients.

\* Medical Portfolio/Medical Outlook

Produced by: Cortlandt Communications

500 Executive Boulevard, Suite 302

Ossining, NY 10562

Tel: 914-762-0647/Fax: 914-762-8820

e-mail: 75000.1662(at)compuserve.com

Description: Two audiocassette tape journals published for physicians that use a news magazine format. Approximately 60 percent of each issue provides clinical information, the balance social economic features. Journals feature William F. Buckley, Jr., Walter Cronkite, Richard C. Hottelet, Milton Friedman and others.

CIRCULATION

Audience coverage: Office-based physicians with a primary specialty in anesthesiology, family practice, general practice, internal medicine, ob/gyn, ophthalmology, orthopedic surgery, osteopathic medicine, pediatrics, psychiatry, general surgery or urology. Circulation depends on the specialty.

\* Medical Video Productions

Produced by: Medical Video Productions

450 N. New Ballas Road Suite 266

St. Louis, MO 63141

Tel: 314-991-5510/Fax: 314-991-4575

e-mail: mvp(at)medvideo.com

Internet: <http://www.medvideo.com>

Description: MVP video journals are specialty-specific journals on videocassette using state-of-the-art video techniques to provide clinically up-to-date, CME-1 accredited, physician-edited, medically useful information that demands visual learning. Each program consists of 3 to 4

segments videotaped on location and tightly edited with the time pressures and information needs of the busy specialist in mind. Program topics include medical management, surgical treatment, diagnostic and therapeutic techniques, new technology, and practice management. Topics and contributors are selected by an independent board of renowned physician editors. Each surgical videotape is accompanied by a printed Program Guide, a quick reference to the indications and contraindications of each procedure, the affiliation of each surgeon presented, and a listing of tables or images referred to in the video portion.

#### CIRCULATION

Circulation parameters: Obstetrics/gynecology -- 3,000; ophthalmology -- 3,000; orthopaedics -- 3,000; cardiothoracic -- 1,000; general surgery -- 1,000.

Bonus circulation: Bonus distribution is targeted for the annual meetings of American Society of Cataract and Refractive Surgeons, American Academy of Ophthalmologists, American College of Surgeons, American Association of Orthopaedic Surgeons, American Association of Gynecologic Laparoscopists, American Association of Thoracic Surgeons, and the Society of Thoracic Surgeons.

\* MediScan

Published by: Infoscan Incorporated

100 Tournament Drive

Horsham, PA 19044

Tel: 800-643-7226, 215-443-8618 Fax: 215-443-8245

Description: As a full line of customized desk or pocket medical abstract calendars, MediScan(TM) is designed to get the sponsors' brand messages across to their targeted physician populations. Daily promotional space is reserved on each page spread for the single-sponsor messages only. Full-page color ads and business reply cards are also part of this physician-interactive program. The daily, quick-reading abstracts appeal to physician time constraints and are written expressly for the targeted physician specialty. Published three times a year, the calendars may be rep delivered or mailed or to a list of sponsor's most productive physicians. MediScan(TM) can also detail brand formulary status specific to each physician's managed care affiliations.

Article selection is based on physician interest, timeliness of subject matter, and current medical trends. Every effort is made to maintain variety in subject matter, objectivity, and fair-balance of the issues discussed. Material is only selected from previously published peer-reviewed journals and studies. The medical abstracts are the work of an independent editorial board who selects the topics, authors and articles; reviews and edits the abstracts; and approves the publication.

#### CIRCULATION

Total circulation: 79,800

\* Medi-Scripts

Produced by. Medi-Promotions Inc.



1050 Wall Street West, Suite 620  
Lyndhurst, NJ 07071

Tel: 201-933-8200, 800-283-0140 Fax: 201-933-8866

Description: An independently audited, annual program of personalized prescriptions delivered in a 2-pad format to 190,000 requesting physicians in 18 specialties. Four-color advertising is displayed on the inside front cover and interleaved every fifth page among the prescriptions. This frequency of ad exposure provides advertisers with consistent message repetition during the time of day when patients are treated and Rx's written, away from the clutter of traditional media. This examining room medium offers opportunities for both broad reach or precise targeting of demonstrated high-volume prescribers.

#### CIRCULATION

Circulation parameters: Allergy -- 2,200; ear, nose, throat -- 5,000; oncology -- 4,200; ophthalmology -- 4,000; orthopedic surgery -- 6,000.

\* Medi-Scripts Starter

Produced by: Medi-Promotions, Inc.  
1050 Wall Street West, Suite 620

Lyndhurst, NJ 07071

Tel: 201-933-8200, 800-283-0140 Fax: 201-933-8866

Description: Combines a product sample and a personalized prescription in a single package. Enhances return on investment by showcasing the sponsor's product (differentiating it from competitive samples), reduces Rx cannibalization through more efficient allocation of samples and drives more days of therapy sold for each sample distributed. Blister cards can accommodate any size or configuration of product sample, including tablets/capsules, sprays/inhalers, lozenges/troches, tubes, transdermal patches, etc. and can provide state-of-the-art accountably. There is an option for rep or courier delivery.

#### CIRCULATION

Audience coverage: Micro-targeted to individual client specifications.

\* MediZine Guidebook Series  
Published by: MediZine, Inc.

230 Park Avenue, 7th Floor

New York, NY 1016

Tel: 212-551-9738/Fax: 212-286-1946

Description: The bi-monthly direct-to-consumer program comprised of integrated components designed to influence the pharmacy shopper in-home and in-store. The core of the program is a guidebook -- targeted to the information hungry consumer who is interested in taking their medicine correctly. Each category inside the guidebooks is available to a sponsoring drug who will place their advertising message in this educational environment. In addition to the drug store promotion, the sponsors receive

the following: database of our readers, turnkey sampling/literature sent to interested readers, targeted coupon/rebate deck, and pharmacists influencing mechanisms.

#### CIRCULATION

Audience coverage: 1 million distribution in pharmacy chains. Primarily women, mature adults (ages 45+), families, diabetics.

\* Medscape

Published by: SCP Communications, Inc.

134 W. 29th Street, 4th Floor

New York, NY 10001-5399

Tel: 212-714-1740/Fax: 212-629-3760

e-mail: info(at)medscape.com

Internet: <http://www.medscape.com>

Description: An online resource which provides clinicians and educated consumers with timely information that is directly applicable to clinical practice and disease management. It integrates peer-reviewed clinically-relevant articles, medical education features, clinical news, and World Wide Web resources in an intelligent interactive format that is easy to follow and fun to use. Information is organized in distinct "folders" such as "topics," "news," and "journals." The topics folder contain journal article areas such as infectious disease, AIDS, urology, surgery, and managed care. Within each area is a short list of feature articles that is updated frequently. Featured articles include stored literature searches and hotlinks (cross-references) to related articles.

The news folder contains content provided by the Medical Tribune News Service and is organized in sections titled features, briefs, columns, and editorials. Content in this folder is updated daily. PicTours(TM), Brainscape(TM) are interactive self-assessment features. New interactive editorial features and content are added weekly.

#### CIRCULATION

Total circulation: 15,000

\* MedWorld

Published by: Power-Pak(R) Communications, Inc.

4940 Northdale Blvd., Tampa, FL 33624

Tel: 813-269-6900/Fax: 813-269-6935

e-mail: powerpak(at)medworld.net

Description: MedWorld is an on-line healthcare network designed to meet the education and informational needs of physicians, pharmacists, and patients. It offers a compelling vision of a major new communications infrastructure and demonstrates the strategic importance of electronic commerce. MedWorld provides features such as Internet access, e-mail, teleconferencing (chat rooms), and local dial-up access using 950-IATT. The system provides

ambitious programs to provide every healthcare professional and patient with access to comprehensive, high-quality, electronic information, including online continuing education, product, and manufacturer information. Manufacturers will be able to distribute product information and drug availability updates, participate in forums and video conferencing, access to governmental regulatory information, industry news, association updates, electronic publications, classified ads, a job bank, and on-line shopping.

#### CIRCULATION

Audience coverage: Physicians, pharmacists, nurses, dentists, veterinarians, and others.

\* Monthly Prescribing Reference

Published by: Prescribing Reference, Inc.

53 Park Place, New York, NY 10007

Tel: 212-766-7200/Fax: 212-732-2360

Description: A drug reference for primary care physicians, allergists, cardiologists, and gastroenterologists in office-based practices. It contains the most up-to-date information on over 2,400 Rx and OTC products every month. Relevant information can be accessed by two convenient indexes. Product comparison is facilitated by the organization of products into 20 therapeutic sections. Product descriptions are concise, containing only essential data for ease of use.

#### CIRCULATION

Total circulation: 113,801

Circulation parameters: General practice -- 10,891; family practice -- 35,509; internal medicine (diabetes; endocrinology, geriatrics) -- 41,398; osteopathic medicine -- 12,190; cardiology -- 10,464; gastroenterology -- 2,225; allergy -- 1,124.

\* National Rx Security

Produced by: National Rx Security, Inc.

2061 N.W. 2nd Avenue, Suite 204

Boca Raton, FL 33431

Tel: 561-392-6335, 800-793-6743 Fax: 561-392-6953

Description: Patient Rx Forms -- National Rx has developed a prescription sheet using recycled paper and an exclusive watermark not available to any other manufacturer. This, in conjunction with our unique design, screens, and security inks, makes these prescription sheets impossible to reproduce. This is a prescription pad advertising program to a varied physician specialty base. Product benefits: (1) forge resistant; (2) identifier for stolen pads; (3) printed on recycled paper; (4) contribution to charitable organizations for each pad distributed. Preferred by nine out of ten doctors surveyed. Clinical Bulletin -- Customized clinical information articles written by the leading expert in your field. This is a single-sponsored program to your target audience. Patient Education Information -- Books of patient education tear sheets. This program

identifies patients and potential for your specific drug. This is a single-sponsored advertising program to a varied physician specialty base.

Other programs: Preprinted Rx scripts, coupons, patient education, clinical bulletins.

National Child Security: A new educational child security kit teaches doctors, parents, and children how to avoid child abduction, abuse, and molestation. This program features brand awareness and corporate image advertising opportunities, reaching physicians, parents, and their children. Call for consultation and quotation.

#### CIRCULATION

Total circulation: 62,000.

Audience coverage: GP/FP/IM/DO. All categories of prescribing physicians. Mass-, targeted-, and micro-marketing segmentation of audience (quintile, managed care organization, geography, etc.).

\* NEODATA

Produced by: NEODATA

100 Crescent Court, Suite 650

Dallas, TX 75201

Tel: 214-871-5588/Fax: 214-871-5580

Description: Outbound phone/mail programs to MDs and other healthcare professionals. New product intros -- vacant territories; meeting recruitment; sales and qualified leads. Inbound 800# programs seven days a week, 24 hours a day. Also, direct-to-consumer promotion.

#### CIRCULATION

Audience coverage: Hospital personnel: MDs, nurses, pharmacists, lab technicians.

\* Network for Continuing Medical Education

Produced by: Visual Information Systems

One Harmon Plaza, Secaucus, NJ 07094

Tel: 201-867-7600/Fax: 201-867-2491

Description: Continuing medical education video multimedia programs going to approximately 1,000 hospital subscribers. Video programs are sent biweekly. Thirty-four programs per year are produced.

#### CIRCULATION

Total circulation: 1,000 hospitals.

Audience coverage: Generalists and targeted specialists.

\* NEWSLINE

Produced by: Global Newsline, LLC

331 Park Avenue, Hoboken, NJ 07030

Tel: 201-792-1900/Fax: 201-792-3955

Description: NEWSLINE is a 4-day closed-circuit television news program aired in a medical association's official hotel rooms and on TV monitors at the convention center. Using anchors to interview key presenters and association executives, and gathering priority news and information identified by the medical association, NEWSLINE is a fast-paced, daily report of meeting activities. Advertisers receive up to 4 minutes of advertising time (30 to 60 seconds each) within every half-hour program that is broadcast in a continuous loop all day and night.

\* NursePac

Produced by: Springhouse Corporation

1111 Bethlehem Pike, P.O. Box 908

Springhouse, PA 19477-0908

Tel: 800-775-2461/Fax: 215-646-8744

Description: Loose deck of cards for advertising info directed to the nursing field. Issued twice annually: May and October.

#### CIRCULATION

##### SPRING NURSEPAC:

Total circulation: 90,000 full run; 45,000 critical care split.

Audience: Full run includes hospital RNs and critical care nurses. The critical care split includes critical care nurses and critical care managers in hospital settings.

Bonus distribution: National Teaching Institute/American Association of Critical Care Nurses.

##### FALL NURSEPAC:

Total circulation: 70,000 full run. 35,000 executive split.

Audience: Full run includes a mix of nursing titles including 25,000 critical care nurses, 25,000 RNs, and 20,000 students.

Bonus distribution: Nursing Management Congress.

\* 1997 Ob/Gyn Reference Guide

Published by: Access Publishing Co.

1301 W. Park Avenue, Ocean, NJ 07712

Tel: 800-458-0990, 908-493-8811 Fax: 908-493-9713

Description: Annual reference guide featuring products, services, suppliers, professional titles, patient education materials, CME courses, societies and professional organizations, and product comparison tables.

#### CIRCULATION

Total circulation: 41,119

Circulation parameters: obstetrics/gynecology -- 30,554; obstetrics -- 259; gynecological oncology -- 235; gynecology -- 2,120; maternal/fetal -- 242; neonatal/perinatal -- 1,971; reproductive endocrinology -- 246; nurse managers of hospital ob/gyn departments -- 1,996; nurse managers in private ob/gyn group practices -- 1,996; distribution at ACOG -- 1,500.

\* Patient and Nursing Care Products

Produced by: GK Publishing, Inc.

3418 Handy Road, Suite 201

Tampa, FL 33618

Tel: 813-264-2343/Fax: 813-264-2343

Description: A direct response publication sent three times a year to key healthcare and medical professionals in hospitals, long term care facilities and home/healthcare who evaluate and purchase products for pressure sore prevention, incontinence, wound management, ostomy, skin care and other areas relating to limited mobility and immobilized patient management.

#### CIRCULATION

Total circulation: 75,000

Circulation parameters: 75,000 healthcare and medical professionals, including administrators, directors of nursing, discharge planners, purchasing directors, group purchasing executives, physical therapists, nursing managers, enterostomal therapists and others who are involved with the specialized needs of immobilized patients and those with limited mobility.

\* Patient Information Network (P.I.N.)

Produced by: Medi-Promotions Inc.

1050 Wall Street West, Suite 620

Lyndhurst, NJ 07071

Tel: 201-933-8200, 800-283-0140 Fax: 201-933-8866

Description: An examining room medium, P.I.N. offers patient education materials to targeted physicians. Each single-sponsored P.I.N. topic provides the ideal medium for physician-directed ad exposures at the precise time a relevant prescribing decision is made. Sponsor's four-color ad appears on the inside front cover, with the option of interleaving ads every fifth sheet. Option for rep or courier delivery.

.Pediatric Power-Pak Published by: Power-Pak' Communications, Inc.

4940 Northdale Boulevard

Tampa, FL 33624

Tel: 813-269-6900/Fax: 813-269-6935

e-mail: powerpak(at)medworld.net

Description: Provides today's pediatrician with educational product and patient support to best serve the interests of the pediatric community. Provides CME by leading experts in the field to help bridge the gap between scientific advances and their clinical application. Provides various programs including MedWorld on-line services, CME, advertorials, patient education, video and audio, fulfillment, art and creative, peer reviews, cooperative and solo direct mail.

#### CIRCULATION

Total circulation: 38,810

Circulation parameters: Hospital-based -- 8,100; office-based -- 27,800; teaching -- 700; pediatric allergy -- 200; pediatric cardiology -- 720; other -- 1,290.

\* Pharmacy Power-Pak

Produced by: Power-Pak(R) Communications, Inc.

4940 Northdale Boulevard

Tampa, FL 33624

Tel: 813-269-6900/Fax: 813-269-6935

e-mail: powerpak(at)medworld.net

Description: Cooperative direct mail which includes continuing education each month. The 9 x 12 mails the first week of each month. The total circulation is 102,000 including independents, chain store level pharmacists, headquarter executives and buyers, wholesalers, hospital decision makers and pharmacists, consultant pharmacists and managed care pharmacy benefit managers, P&T chairpersons, HMO/PPO pharmacy directors and staff pharmacists, nursing homes, home infusion, state boards of pharmacy, schools of pharmacy, and national and state associations.

#### CIRCULATION

Audience coverage: Directed to over 100,000 independents, chain-store-level pharmacists, headquarter executives and buyers, wholesalers, hospital decision makers and pharmacists, consultant pharmacists and managed care pharmacy benefits managers, P&T chairpersons, HMO/PPO directors of pharmacy, staff pharmacists, nursing homes, home infusion, schools of pharmacy, state boards of pharmacy, and national and state pharmaceutical associations.

\* Pharm/alert

Produced by: Health Care Marketing Services, Inc.

35 First Street, Suite 200, P.O. Box AP

Los Altos, CA 94023

Tel: 415-941-3955/Fax: 415-941-2303

Description: A monthly direct mail program delivered to all retail and hospital pharmacies, chain and wholesale executives and buyers, managed care facilities, ASCP members, drug and poison information centers.

## CIRCULATION

Total circulation: 91,000

Circulation parameters: Independent buying pharmacies -- 41,000; central warehousing chain pharmacies -- 22,000; retail pharmacies subtotal -- 63,000; hospital pharmacy depts -- 8,000; pharmacy directors -- 7,000; chairpersons, hospital formulary committees -- 6,000; managed care -- 8,000; hospital & managed care subtotal -- 29,000; total pharmacy -- 92,000.

\* Pharma-Scripts, Inc.

Produced by: Pharma-Scripts, Inc., a subsidiary of PPS medical marketing group, Inc.

264 Passaic Avenue

Fairfield, NJ 07004-2595

Tel: 201-575-4400, 800-732-8426 Fax: 201-575-4408

e-mail: ppsmed(at)aol.com

Description: Patient savings certificates distributed to physicians by pharmaceutical sales representatives or direct mail. The certificates offer discounts, rebates or free initial medication to patients when presented at pharmacies along with their doctor's prescriptions for the products specified. Direct-to-patient rebate and patient-in-need programs available. Pharma-Script programs are a cost effective alternative to drug sampling programs and are in full compliance with PDMA. Monthly summary reports are included.

## CIRCULATION

Audience coverage: Audiences selected by clients based on the specialty(ies) usage of the product being promoted on the certificate. Programs cover a wide range of product therapeutic categories and physician specialties.

\* PharmInfoNet

Published by: VirSci Corp.

2761 Trenton Road, Levittown, PA 19056

Tel: 215-949-0490/Fax: 215-949-2594

e-mail: webmaster(at)pharminfo.com

Internet: <http://pharminfo.com>

Description: Proprietary pharmaceutical information World Wide Web (www) site that delivers useful, up-to-date, and accurate drug information to pharmacists, physicians, and patients through the Internet. Some of the resources found on PharmInfoNet(TM) include electronic version of Transgenica and the Medical Science Bulletin(TM), Drug-FAQs(TM) (Frequently Asked Questions and responses), PharmMall(TM) (an area for manufacturers, PBMs, scientific publishers, and drug information software developers to place their home pages, public relations, and product information).



\* PharmXcel

Produced by: Allied Digital Technologies Corp.

1301 Avenue of the Americas 14th Floor

New York, NY 10019

Tel: 212-757-6800/:Fax: 212-757-5230

Description: Videos, noncontrolled drug samples, and informational materials are packaged in an individual box, specially designed for individual projects, and distributed to target markets. This reduces sales costs, offers greater control of the message and is an economical way to meet marketing objectives.

\* Phone Cards

Produced by: Health Care Marketing Services, Inc.

35 First Street, Suite 200 P.O. Box AP  
Los Altos, CA 94023

Tel: 415-941-3955, 800-4-MAILING Fax: 415-941-2303

Description: A new premium which features the client company's name and product and offers the customer free prepaid calling time anywhere in the country. Each time a card is used, a brief identity message from the client company is heard. An added feature is capturing information on who is calling. A variety of fulfillment programs using special prepaid phone cards are available. These programs include name capture and special messages from the client to the card user.

\* Physician Action Cards (PACs)

Produced by: Physician Action Cards

10 Acacia Lane

Redwood City, CA 94062

Tel: 415-368-1898/Fax: 415-368-4839

Description: PACs are Business Reply Cards designed in the form of an ad to stimulate physician response. There are only 30-40 companies participating in a deck to maintain high card exposure. Each deck is packaged in a high gloss poly-wrap for a professional look.

CIRCULATION

Audience coverage: Dermatology/cosmetic surgery; plastic surgery/otolaryngology; ophthalmology; obstetrics/gynecology; urology; oral surgery/implantology) periodonotology; orthodontics.

\* Physician Assistants'/Nurse Practitioners' Prescribing Reference

Published by: Prescribing Reference, Inc.

53 Park Place

New York, NY 10007

Tel: 212-766-7200/Fax: 212-732-2360

Description: A quarterly drug reference for certified PAs and NPs. Contains the most up-to-date information on over 2,400 prescription and OTC products every month. Relevant information can be accessed by two convenient indexes. Product comparison is facilitated by the organization of products into 20 therapeutic sections. Product descriptions are concise, containing only essential data for ease of use.

#### CIRCULATION

Total circulation: 50,650

Circulation parameters: Nurse practitioners -- 23,375; physician assistants -- 27,275.

Bonus distribution: May -- AAPA annual meeting.

\* Physicians Folio-Pharma, Inc.

Produced by: Physicians Folio-Pharma, Inc.

677 N. Washington Boulevard

Sarasota, FL 34236

Tel: 941-952-5815/Fax: 941-957-3630

Description: FDA approved warehousing, direct mail using the Folio system, customized sample packaging, complete fulfillment services, secure inventory management, monthly mailings, 50,000 sq. ft. state-of-the-art facility, packaging and repacking, weekly data on regional results. Graphics, printing, advertising.

\* Physicians MarketPlace

Published by: The MarketPlace Group, Inc.

83 Access Road

Norwood, MA 02062

Tel: 617-762-6600/Fax: 617-762-1300

Description: Physicians MarketPlace features editorial in the form of a feature cover story. The editorial(s) focus on topics of interest to office-based physicians. All articles are written by MDs and PhDs for the physician in private practice. Topics range from what to look for when purchasing office diagnostics, to timely news stories focusing on legislation affecting the physician's office. Guaranteed circulation 132,000 monthly.

#### CIRCULATION

Total circulation: 113,183

Circulation parameters: Allergy/immunology -- 1,354; cardiology -- 9,315; emergency medicine -- 4,433; family practice -- 30,004; general practice/DOs -- 15,524; hematology/oncology -- 840; internal medicine -- 30,043; obstetrics/gynecology -- 8,684; pediatrics -- 7,321; pulmonary

disease -- 2,606; alternate site (HMOs, ambulatory care, surgery centers, occupational health) -- 3,710; hospital administrators (200 beds or less) -- 3,349.

\* Physicians' Online

Published by: Physicians' Online

560 White Plains Road  
Tarrytown, NY 10591

Tel: 914-332-6100/Fax: 914-332-6445

Internet: <http://www.po.com>

Description: Provides physicians with easy, affordable access to the most current medical knowledge, including diagnosis and treatment information, available. Topical forums, e-mail, and continuing medical education facilitate communication among physicians everywhere, serving to advance the exchange of knowledge throughout the medical community.

CIRCULATION

Circulation parameters: U.S. physicians.

\* Physician's Telephone Directory, Inc.

Published by: Physician's Telephone Directory, Inc.

302 W. Main Street, Suite 206  
Avon, CT 06001

Tel: 860-409-7000/Fax: 860-674-8893

Description: Publishers of The Little Blue Book, a pocket-sized physician's reference and referral directory published for 145 metropolitan areas. The Little Blue Book is distributed to, and frequently used by over 250,000 physicians.

CIRCULATION

Audience coverage: All physicians in the metropolitan areas for which the directory is published. Total number of physicians included in the directories is over 300,000.

\* Physician's Weekly

Published by: American Passage Media Corporation

529 Fifth Avenue, 12th Floor

New York, NY 10017-4600  
Tel: 212-376-2930 (SALES) Fax: 212-376-2931

Description: Physician's Weekly is the only national billboard network directed at practicing physicians in over 1,700 of America's largest hospitals. The weekly publication features all original medical news important to office- and hospital-based physicians, and a single billboard advertisement. Physician's Weekly is displayed in high traffic, doctors-only areas within the hospital such as doctors' private lounges,

medical records areas, staff dining areas, and medical libraries.

Regular editorial departments: Central image, point/counterpoint, three features, five clinical updates, and graph/chart.

#### CIRCULATION

Total circulation: 165,000

Circulation parameters: General practitioner/family practitioner: office -- 24,000; hospital -- 3,200; DO -- 13,200. IM: office -- 23,500; hospital -- 10,400. Cardiologists: office - 6,800. General surgeons: office -- 10,100; hospital -- 4,500. Orthopedic surgeons: office -- 8,400. Pediatricians: office -- 12,700.

\* POWER-FAX

Produced by: Power-Pak(R) Communications, Inc.

4940 Northdale Boulevard

Tampa, FL 33624

Tel: 813-269-6900/Fax: 813-269-6935

e-mail: powerpak(at)medworld.net

Description: Disseminates instant, high-volume and cost-effective communications via fax. Faxed messages are personalized, yet reach hundreds or thousands of targets locally or around the world. Databases offer clients micromarketing capabilities targeting over 550,000 physicians by specialty, pharmacists, dermatologists, and veterinarians. Business Reply Faxes (BRFs) provide clients with instant reactions to their communications. POWER-FAX Plus combines POWER-FAX with direct mail or telemarketing to boost awareness. Frequent users can take advantage of a remote terminal installed in their own office, allowing them to have control of database and all communications activities.

\* Prescribing Reference for Obstetricians and Gynecologists

Published by: Prescribing Reference, Inc.

53 Park Place, New York, NY 10007

Tel: 212-766-7200/Fax: 212-732-2360

Description: A drug reference for office- and hospital-based physicians specializing in obstetrics and gynecology. It contains information on the more than 1,300 Rx and OTC product formulations most frequently prescribed/recommended by these specialists. Relevant information can be accessed by two convenient indexes. Product comparison is facilitated by the organization of products into therapeutic sections. Product descriptions are concise, containing only essential prescribing data for ease of use.

#### CIRCULATION

Total circulation: 30,086

Circulation parameters: Obstetrics/gynecology -- 24,016; obstetrics/gynecology residents (all years) -- 4,622; obstetrics/gynecology hospital staff -- 1,363; obstetrics/gynecology armed forces --

85.

\* Prescribing Reference for Pediatricians

Published by: Prescribing Reference, Inc.

53 Park Place, New York, NY 10007

Tel: 212-766-7200/Fax: 212-732-2360

Description: A drug reference for office- and hospital-based physicians specializing in pediatrics, pediatric allergy, and adolescent medicine. It contains information on the more than 1,400 Rx and OTC product formulations most frequently prescribed/recommended by these specialists. Relevant information can be accessed by no convenient indexes. Product comparison is facilitated by the organization of products into therapeutic sections. Product descriptions are concise, containing only essential prescribing data for ease of use.

CIRCULATION

Total circulation: 36,808

Circulation parameters: Pediatrics -- 26,846; pediatric residents -- 7,136; pediatric hospital staff -- 2,826.

\* psychLINK

Produced by: Interactive Medical Networks, a division of Westcott Communications, Inc.

21 Dupont Circle, Suite 400

Washington, DC 20036

Tel: 202-833-4546/Fax: 202-833-4578

Description: Accredited live and interactive monthly programs transmitted via satellite targeting psychiatrists practicing in state psychiatric institutions, acute care centers, VA and community hospitals. Services include accreditation, full production, marketing, audience measurement and video tape distribution. Faculty is comprised of nationally and internationally recognized experts. The IMN Group is an accredited provider of CME, specializing in development and delivery of targeted educational programs via dedicated satellite television networks. PsychLINK produces live and interactive television broadcasts capturing a national audience.

\* PTI

Produced by: Professional Telemarketing, Inc.

P.O. Box 16514, 5521 Raytown Road

Kansas City, MO 64133

Tel: 800-821-1302/Fax: 816-356-9796

Description: Full-service direct-response telemarketing (outbound and inbound) with computer and database management support -- automated phone stations and automated 800-number programs (voice recognition). Exclusively healthcare detailing, sales, lead development/qualification, MD

recruitment, managed care promotions, lettershop/sample fulfillment.

#### CIRCULATION

Audience coverage: Office-based physicians, pharmacists, hospital personnel, nurses, dentists, laboratories, etc.

#### \* 1996 Radiology Reference Guide

Published by: Access Publishing Co.

1301 W. Park Avenue

Ocean, NJ 07712

Tel: 800-458-0990, 908-493-8811 Fax: 908-493-9713

Description: Annual reference guide featuring listings of products and services, suppliers, professional titles, patient education materials, CME courses, societies and professional organizations, as well as product comparison tables.

#### CIRCULATION

Total circulation: 43,351

Circulation parameters: Radiology -- 5,425; diagnostic radiologists -- 14,007; pediatric radiologists -- 260; radiation oncologists, nuclear radiologists, nuclear medicine physicians -- 3,598; administrative directors of hospital radiology departments -- 6,770; chief radiology technologists -- 1,587; technical directors of imaging facilities -- 4,441; radiation physicists -- 979; purchasing specialists -- 1,014; dealers with service organizations -- 1,225; biomedical engineers -- 1,970; leasing companies -- 125; used equipment suppliers -- 450; distribution at RSNA -- 1,500.

#### \* Red Book

Publisher: Medical Economics

Five Paragon Drive, Montvale, NJ 07645

Tel: 201-358-7200, 800-222-3045 Fax: 201-573-4956

e-mail: redbook(at)medec.com

Description: The Red Book(R), Pharmacy's Fundamental Reference(TM), is an annual compendium of pharmaceutical pricing and reference information for healthcare professionals. Detailed descriptive leverage wholesale prices (AWPs) for virtually all prescription products distributed in the US, as well as national drug code (NDC) numbers, Federal Upper Limit prices for Medicaid reimbursement, and Orange Book codes denoting therapeutic equivalence ratings for multisource drugs. In addition, Red Boo provides comprehensive sections containing emergency information, clinical reference tables, a manufacturer directory, returned goods policies, pharmacy organizations, a third-party administrators directory, and a patient counseling section for pharmacists.

#### \* Red Book UPDATE

Published by: Medical Economics

Five Paragon Drive, Montvale, NJ 07645

Tel: 201-358-7200, 800-222-3045 Fax: 201-573-4956

Description: The Red Book(R) UPDATE, Pharmacy's Fundamental Monthly Reference(TM), contains updated average wholesale prices (AWPs), Federal Upper Limit prices for Medicaid reimbursement and new product information for top volume Rx and OTC drugs.

\* Residents' Prescribing Reference

Published by: Prescribing Reference, Inc.

53 Park Place, New York, NY 10007

Tel: 212-766-7200/Fax: 212-732-2360

Description: A semiannual drug reference for residents beyond first year in the following specialties: family practice, internal medicine, osteopathy, allergy & immunology, cardiology, and gastroenterology. It contains up-to-date information on over 2,000 prescription and OTC products. Relevant information can be accessed by two convenient indexes. Product comparison is facilitated by the organization of products into 20 therapeutic sections. Product descriptions are concise, containing only essential data for ease of use.

#### CIRCULATION

Total circulation: 19,721

Circulation parameters: Residents beyond the first year in the following specialties: family practice -- 4,613; internal medicine -- 12,784; osteopathic medicine -- 1,373; cardiology -- 951.

\* RxCHECK

Produced by: Concepts & Strategies, Inc.

2 Hazelnut Road, Westport, CT 06880

Tel: 203-227-4903/Fax: 203-226-3537

Description: Prescribing incentive program comprised of a product-specific prescription form with refill authorization and a fixed-amount bank check that reimburses the pharmacist for a discount given to the patient.

#### CIRCULATION

Audience coverage: Call doctors as well as noncall doctors, any product-relevant specialty.

Audience served: All physicians or as directed by client. Distribution of checkbooks by client's sales force or in the course of a special interactive direct-mail program.

\* RX Remedy

Published by: RX Remedy, Inc.

120 Post Road West, Westport, CT 06880

Tel: 203-221-4910/Fax: 203-221-4913

Description: An information-based direct-marketing services company that provides targeted access to consumers aged 55+ with very specific areas of interest in health and wellness issues: medical/health concerns, prescription and OTC drug use, food and drug purchase habits, and dietary considerations, as well as standard demographics. In-depth studies available on specific topics -- i.e., arthritis and heartburn. RxEMEDY HealthGraphics provides a quantifiable look at an issue/topic and how it relates to the 55+ population. Programs include magazine advertising, couponing, solo direct mail, polybagging with RxEMEDY magazine, custom market research.

\* SCRIPTECH

Produced by: Scriptech, a division of MPE Communications, Inc.

15-22 Fair Lawn Avenue

Fair Lawn, NJ 07410

Tel: 201-794-7788, 800-242-4797 Fax: 201-794-7669

Description: A physician-request, high security, professional prescribing system highly preferred by active physicians. The prescription pads are bound into polylaminate binders containing three high-impact ad positions. It is both a portable and desktop advertising medium designed to increase patient compliance and influence prescribing habits.

#### CIRCULATION

Audience coverage: Scriptech programs are developed for pharmaceutical company clients on a customized individual basis to achieve specific, targeted results.

\* Sicola Communications

Produced by: Sicola Communications

6330 Olde Atlanta Parkway

Suwanee, GA 30174

Tel: 770-497-0681

Description: Specializing in audio productions. These single-sponsored programs are audio highlights of medical meetings, client-sponsored symposium, and original editorial programming. Provides complete project fulfillment and has trademarked news service titles, i.e. Physicians Audio News(R), Nurses Audio News(R), Pharmacists Audio News(R) and Healthcare Audio News(R).

\* SLACK Incorporated

Published by: SLACK Incorporated, Special Projects Network (SPN) Division

6900 Grove Road

Thorofare, NJ 08086

Tel: 609-848-1000, 800-257-8290 Fax: 609-853-5991

e-mail: spn(at)slackinc.com



Internet: <http://www.slackinc.com>

Description: The SPN Division has created a variety of interactive multimedia programs for medical associations and the pharmaceutical industry, including Internet Search (AAAI, AANA, ACAAI, ACC, ACCP, ACOG, ACS, APA, ASA, ASH, ASHP, AUA, IARS, ICAAC, PGA) which allows meeting-booth exhibitor to educate health care professionals about the Internet online at the booth; Abstract Search (AAPS, AASLD, APA, ASPEN, ASRM, ASTP, AUA, SAMBA, SCA), which places all the meeting abstracts and posters on diskette or CD-ROM; and "Best of..." Meeting Highlights on CD-ROM (AASLD, ASTP, DDW), which features the synchronized slides and audio of oral presentations from a medical meeting. Other SPN projects include Journal Search Disks; Program Search (AUA), and WEBstracts -- Meeting Abstracts on the Internet.

\* Smart Start

Produced by: Infoscan Incorporated  
100 Tournament Drive

Horsham, PA 19044

Tel: 215-443-8618/Fax: 215-443-8245

Description: A drug starter/compliance program that provides marketers direct involvement with physicians and patients. Smart Start incorporates customized patient quality-of-life surveys that allow providers to monitor their patients while on the drug therapy. The surveys demonstrate the value of the studied brand by reporting results to participating physicians and, if appropriate, HMOs. Smart Start kits typically include a patient education/compliance guide, samples, a customized survey, personalized prescription form and patient reply envelope. The questionnaires are processed and a report is sent to physicians highlighting individual patient and overall program results. Infoscan provides in-house package design and fulfillment services. A physician requested program. ROI monitored through script generation.

#### CIRCULATION

Audience coverage: Physicians, pharmacists, physician assistants.

\* Sound Business and Medicine

Produced by: Visual Information Systems One Harmon Plaza

Secaucus, NJ 07094

Tel: 201-867-7600/Fax: 201-867-2491

Description: SB&M is a 30-minute audiocassette magazine that focuses on practice-related, but nonclinical, interests of physicians. Each edition provides brief authoritative updates and advisories in key areas of financial planning, business management, regulatory affairs, etc. Reflecting nearly 100% physician ownership of car cassette players, programming is designed for primary use during drive time (home to office; office to hospital; hospital to home).

#### CIRCULATION

Audience: All AMA and AOA specialties available with national coverage.

\* Steritek, Inc.  
Produced by: Steritek, Inc.

121 Moonachie Avenue

Moonachie, NJ 07074

Tel: 201-460-0500/Fax: 201-507-1016

Description: Physicians Fax Network (PFN) combines the capabilities of enhanced fax products and services with a staff of individuals with extensive experience in pharmaceutical and healthcare marketing, to help marketers develop sophisticated, targeted fax programs directed at physicians, hospitals, and other professional audiences. Companies can send hundreds, even thousands of targeted individual messages overnight if necessary. PFN has developed a full range of products and services including Fax Broadcasting, PFN ExpressGRAM, DataFax/Fax Reply, Fax-On-Demand, PFN Fax Newsletter, Advertising Response, Patient Sampling, and "Live" Operators.

\* Surrogate Sales Call

Produced by: Concept & Strategies, Inc.  
2 Hazelnut Road

Westport, CT 06880

Tel: 203-227-4903/Fax: 203-226-3537

Description: A marketing concept to "sell" the noncall doctor by means of an interactive direct-mail technique. Direct marketing tactics identify the active prospects and purge low-interest physicians from the follow-up list. The program provides practice-aid and service items, product samples, and RxCHECK(R) prescribing incentives.

#### CIRCULATION

Audience served: Target physicians, nationally or in test regions.

Audience coverage: Noncall doctors in product-relevant specialties.

\* Teleguard

Produced by: Teleguard, Inc./Targeted Media for Medicine, Inc.  
One Evertrust Plaza

Jersey City, NJ 07302

Tel: 201-324-1777/Fax: 201-324-1781

Description: Duplicate-copy physician messages provide the advertiser with a proven, popular, and highly specialized vehicle to reach their targeted physicians while these physicians are responding to telephone messages and other interoffice messages. Recommended and endorsed by the American College of Legal Medicine and The American Association of Office Nurses. Available in multi-sponsored, single-sponsored, and rep-delivered programs.

\* Telemarketing

Produced by: Health Care Marketing Services, Inc.

95 First Street, Suite 200 P.O. Box AP

Los Altos, CA 94023

Tel: 415-941-3955/Fax: 415-941-2303

Description: Offers a full range of outbound and inbound telemarketing services. Each application is custom designed to maximize the client's results. Delivers cost-effective marketing and telemarketing solutions. Complete project supervision is supported at several levels by project managers, supervisors and traffic managers. Consistent focus on each component of the campaign provides flexibility, responsiveness, and accountability.

#### CIRCULATION

Audience: Healthcare professional list or customer's own list.

\* TELERx

Produced by: TELERx Marketing, Inc.

301 Bethlehem Pike

Springhouse, PA 19477

Tel: 800-438-3232, 215-641-1616 Fax: 215-641-0756

Description: TELERx provides outbound telemarketing; inbound 800 service; interactive voice processing; audio teleconferencing; peer group recruitment; lead qualification; fulfillment services; marketing services; creative services; consulting services; direct mail in connection with telemarketing; focus groups; convention research; market research. RNs and pharmacists' employed as telerepresentatives.

Market involvement: Promoting, selling, servicing healthcare products and services, and consumer products and services across all industries. Pharmaceutical heritage has created a foundation of highly skilled, highly trained telerepresentatives.

#### CIRCULATION

Audience coverage: Physicians, pharmacists, nurses, dentists, consumers, hospitals, and laboratories.

\* Tele-Scripts

Produced by: Medi-Promotions Inc.

1050 Wall Street West, Suite 620 Lyndhurst, NJ 07071

Tel: 201-933-8200, 800-283-0140 Fax: 201-933-8866

Description: A high-use prescription pad supplied to pharmacists to record telephone-generated Rx's providing a high level of frequency of 4-color advertising. Tele-Scripts reaches pharmacists during the critical time of the day when they are dispensing Rx's. A 4-color ad appears on the inside cover of the pad with 4-color ads interspersed after every fifth Tele-Scripts Rx form. For additional recognition, a brand bar appears on the bottom of each Rx and on the back important patient/pharmacist information can be imprinted. Tele-Scripts can be used year-round or for

seasonal promotion.

#### CIRCULATION

Audience coverage: Pharmacy -- customized upon request.

#### \* Therapy Products

Published by: GK Publishing, Inc.

3418 Handy Road Suite 201

Tampa, FL 33618

Tel: 813-264-2343/Fax: 813-264-2343

Description: A direct response publication sent twice a year to key healthcare and medical professionals who evaluate and purchase products for use in rehabilitation, occupational and physical therapy environments at hospitals, nursing homes, rehabilitation facilities, physical therapy centers, home care, visiting nurses associations, work hardening and hand therapy clinics.

#### CIRCULATION

Total circulation: 75,000

Audience coverage: 75,000 healthcare and medical professionals, including physical and occupational therapists, rehabilitation and orthopedic supervisory nurses, physical medicine and rehabilitation physicians. Also chief purchasing officers at combined physical therapy/ rehabilitation centers and sports medicine professionals, including orthopedic surgeons and trainers.

#### \* TRANSGENICA: Topics in Clinical Biotechnology

Published by: Pharmaceutical Information Associates, Ltd./VirSci Corp.

2761 Trenton Road

Levittown, PA 13056

Tel: 215-949-0490/Fax: 215-949-2594

e-mail: pialtd(at)ix.netcom.com

Internet: <http://pharminfo.com>

Description: New online peer-reviewed journal that publishes clinically relevant information arising from biopharmaceutical and immunodiagnostic research. Each issue offers an in-depth review of a novel therapeutic or diagnostic agent developed through molecular biology techniques. Abstract summaries of articles and subscribing information can be found in PharmInfoNet(TM), Pharmaceutical Information Associates, Ltd's Internet site dedicated to new drug information.

#### \* Triple i Prescribing Guide

Published by: Triple i, a division of MediMedia USA, Inc.

373 Park Avenue South, 6th Floor

New York, NY 10016

Tel: 212-779-8300/Fax: 212-779-3544

625 N. Michigan Avenue, Suite 500 Chicago, IL 60611

Tel: 312-751-3462/Fax: 312-266-0809

Description: A quarterly drug directory based on a highly selective database, updated quarterly. Printed on recycled paper, it contains up-to-date information on over 2,000 Rx and OTC products and formulations listed alphabetically by brand name. It is distributed on a combination controlled/request basis to 65,250 primary care office-based physicians and managed-care decision makers.

#### CIRCULATION

Total circulation: 65,250

Audience coverage: Primary care physicians who are IMS Xponent(TM) high prescribers in 22 select therapeutic categories (i.e., high-prescribers of a broad base of products). Select HMO medical directors, pharmacy directors, and pharmacy benefits managers.

#### CIRCULATION

Circulation parameters: GP -- 5,300; FP -- 23,700; IM -- 26,400; DO -- 4,700; CARD -- 4,000; HMO/PBM -- 1,150. Cardiologists are 100 percent request.

\* Triple i Prescription Pads

Produced by: Trip i, a division of MediMedia USA, Inc.

373 Park Avenue South, 6th Floor

New York, NY 10016

Tel: 212-371-0337/Fax: 212-980-6471

625 N. Michigan Avenue, Suite 500 Chicago, IL 60611

Tel: 312-751-3462/Fax: 312-266-0809

Description: Advertising available to the pharmaceutical industry within prescription pads. The ad appears in 4-color on the inside front cover of the pad and is repeated ten times within a pad of 50 Rx blanks. Pads are distributed free-of-charge to requesting physicians nationwide.

Markets served: Medical, pharmacy, proprietary.

#### CIRCULATION

Audience coverage: 158,000 high-volume prescribing physicians in 20 specialties upon request. Verification of prescribing productivity by therapeutic category and/or brand level can be provided for each specialty.

\* VHA Satellite Network

Produced by: VHA, Inc.

220 E. Las Colinas Boulevard  
Irving, TX 75039-5500

Tel: 214-830-0000/Fax: 214-830-0717

Description: VHA Satellite Network is the nation's largest privately-owned healthcare satellite television network. The network serves more than 400 VHA hospital-based viewing sites. It is a full-service healthcare programmer that provides expertise in the following areas: educational symposia, new product introductions, interactive customer training, interactive business conferences, sales and employee meetings, community outreach, and patient education.

#### CIRCULATION

Audience coverage: More than 460 VHA hospital-based viewing sites that reach a large number of physicians, nurses, pharmacists, laboratory personnel, and senior hospital management.

\* Video Journal of Dermatology

Produced by: Visual Information Systems  
One Harmon Plaza, Secaucus, NJ 07094

Tel: 201-867-7600/Fax: 201-867-2491

Description: Quarterly multisegmented video journal.

#### CIRCULATION

Audience coverage: Dermatologists in U.S. -- 7,000.

\* Video Journal of Oncology

Produced by: Visual Information Systems

One Harmon Plaza, Secaucus, NJ 07094

Tel: 201-867-7600/Fax: 201-867-2491

Description: Quarterly video journal.

#### CIRCULATION

Circulation parameters: Oncologists/hematologists -- 5000.

\* Video Ob/Gyn Times

Produced by: Advanstar Communications, Inc.

270 Madison Avenue

New York, NY 10016

Tel: 212-951-6600/Fax: 212-481-6564

Description: A paid educational videotape series featuring practical and innovative work in the discipline. Obstetricians and gynecologists watch tapes and learn more, fine-tune what is known, and watch leaders in the specialty perform, resulting in up-to-date practice skills, treatment options, and confidence levels. Each quarterly tape is one hour in length and presents an array of six procedures/techniques. Cost-effective commercial and project opportunities are available, as well as

state-of-the-art multimedia options.

\* Video Urology Times

Produced by: Advanstar Communications, Inc.

270 Madison Avenue

New York, NY 10016

Tel: 212-951-6600/Fax: 212-481-6564

Description: A paid educational videotape series featuring practical and innovative work in the discipline. Urologists watch tapes to learn more, fine-tune what is known, and watch leaders in the specialty perform, resulting in up-to-date practice skills, treatment options, and confidence levels. Each quarterly tape is one hour in length and presents an array of six procedures/techniques. Cost-effective project opportunities are available, as well as state-of-the-art multimedia options.

\* VideoSignature Series

Produced by: Allied Digital Technologies Corp.

1301 Avenue of the Americas, 14th Floor

New York, NY 10013

Tel: 212-757-6800/Fax: 212-757-5230

Description: A direct-mail video service that offers clients three complete turnkey packaging options or special customizing. Allows communicators to take full advantage of the power and impact of direct-mail video. The VideoSignature Series offers videocassette duplication, CD and CD-ROM replication, custom packaging, data processing services, personalized letter generation, efficient mail sorting, and fulfillment and distribution. Options include the Logo Package, Trademark Package, and Autograph Package, plus custom-designed promotions based on a client's specific direct-mail video needs. Autograph Package incorporates a recipient's name, digitized signature and/or personalized data into the promotion.

\* V.I.P. Memo Pads

Produced by: Medi-Promotions, Inc.

1050 Wall Street West, Suite 620

Lyndhurst, NJ 07071

Tel: 201-933-822, 800-283-0140 Fax: 201-933-8866

Description: A high frequency ad exposure medium that targets consumers via personalized memo pads. Extensive research has shown V.I.P. to be highly effective as a direct-to-consumer promotional tool for ethical pharmaceuticals.

\* Visual Information Systems

Published by: Visual Information Systems, Inc.

One Harmon Plaza, 7th Floor

Secaucus, NT 07094

Tel: 201-867-7600/Fax: 201-867-2491

e-mail: ncme(at)ix.netcom.com

Description: A multi-dimensional company producing pre-packaging as well as custom medical communications. The creator of NCME, the Network for Continuing Medical Education. Other publications include Video Journal of Infectious Disease, Video Journal of Dermatology, Video Journal of Oncology, Video Journal of Medicine, Audio Journal of AIDS Management, Sound Business & Medicine (audio), Convention Audio Guide. Creates specialized video, audio and print communication programs tailored to the needs of clients.

#### CIRCULATION

Circulation parameters: On-staff physicians, attending physicians at approximately 1,000 subscribing hospitals. Potential audience -- 160,000 physicians.

\* Whole Systems International

Published by: Whole Systems International

Two Newton Place, Suite 130

255 Washington Street  
Newton, MA 02158

Tel: 617-928-1555/Fax: 617-928-1585

Description: Multimedia, interactive, healthcare learning programs for pharmaceutical and medical products, sales, and marketing professionals. Specializing in product launch learning materials which integrate the sales process with technical and clinical information. All of your technical, sales, marketing, and multimedia materials are accessed from on-demand electronic learning library delivered in manuals, CD-ROM, video, or client-server network.

\* Williams & Wilkins

Publisher: Williams & Wilkins, A Waverly Company

351 W. Camden Street

Baltimore, MD 21201-2436

Tel: 410-528-4000, 800-358-3583 Fax: 410-528-4305

Description: Full-service medical publisher with textbooks, journals, electronic media, as well as customized projects for the healthcare market. Other services include gift certificate programs, article/chapter reprints, and CME related products.

\* Xpedite Systems, Inc.

Produced by: Xpedite Systems, Inc.

446 Highway 35



Eatontown, NJ 07724

Tel: 908-389-3900, 800-546-1541 Fax: 800-989-5154

Internet: <http://www.xpedite.com>

Description: Provides instantaneous, multilocation faxing to the healthcare industry. Pharmaceutical firms and medical equipment manufacturers utilize Xpedite to distribute pricing updates, product promotions, FDA updates, recall notices, and other vital information to key decision-makers. User-friendly software packages enable firms to produce and send personalized documents to tens, hundreds, or thousands of individuals simply by transmitting one document to Xpedite. Fax services often replace direct mail as a more effective and less costly marketing tool.

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COMPANY NAMES:

Americas Health Network

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Westcott Communications Inc (DUNS:15-110-9188)

HealthLink

GEOGRAPHIC NAMES: US

DESCRIPTORS: Pharmaceutical industry; Health care industry; Directories;  
Advertising media; Manycompanies

CLASSIFICATION CODES: 9190 (CN=United States); 8641 (CN=Pharmaceuticals  
industry); 8320 (CN=Health care industry); 7200 (CN=Advertising)

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